

# USC Shoah Foundation

The Institute for Visual History and Education

## BOARD OF COUNCILORS AND NEXT GENERATION COUNCIL REPORT



Fiscal Year 2015  
July 1, 2015 – June 30, 2016



“*That is the reason why I am being interviewed today. I wanted for my children and my grandchildren and my great-grandchildren – that they should live in peace and harmony.*

Cornelia Aaron-Swaab, Holocaust Survivor

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Gerald Breslauer  
Renée Crown  
Roman Kent  
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Erna Viterbi  
Lew Wasserman

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June Beallor  
James Moll

### FOUNDING ADVISORY COMMITTEE

Karen Kushell  
Branko Lustig  
Gerald R. Molen



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September 1, 2016

# *Dear Friends*

It is humbling to be a part of the extraordinary, global work highlighted in this report. The advice, support and commitment of a great many dedicated people makes this possible. I am honored to work closely with you as our work expands and, with it, the impact of testimony.

**Through testimony, we take on the sacred role of carrying the stories that become the lifeblood of our society.**

More than 16 million people were touched by our work during the past fiscal year. In preparation for further scaling up, we continue to refine the organization and implementation of our work through our four pillars—access, research, global outreach, and education.

Driving this refinement is the reimagining of how people access testimony through our Visual History Archive Program. Launched in 2015, the five-year initiative has already begun to yield exciting results, including the transcription of all 53,000 testimonies. We have established a sustainable partnership with ProQuest, the leading distributor of research databases in higher education through which growth in reach to scholars is projected at more than 800% by 2019. We expect to significantly increase the global network of scholars to pursue our innovative work. New tools will be developed for our other key audiences, including educators, organizations, communities and decision-makers.

Our leadership in testimony continues to deepen as we develop new forms of interactive recording. The award-winning New Dimensions in Testimony program places us in a leading position at the forefront of education in the digital space.

In secondary education, our digital resources such as iWitness, online exhibits, and Echoes and Reflections continue to draw increasing numbers of teachers and students, thanks in part to the addition of languages and an

inclusive set of new activities, such as those which explore of identity and how to counter forms of discrimination. Ongoing partnerships are engaging students and educators in urban settings such as Detroit, in Jewish day schools, and, in the case of Rwanda, across a national audience now that testimony-based education has been adopted into their national curriculum. This kind of adoption by partners leads to the ongoing, sustainable use of testimony, and is a primary model for scaling up.

At the Center for Advanced Genocide Research, a cadre of talented researchers became fellows, studying myriad subjects through the lens of testimony. They and other scholars have deepened their research in multiple disciplines, added to our understanding of genocide and ways to counter it, and have advanced the use of testimony in academia. A stand-out example is the development over the past year of the first-ever conference on the Guatemalan genocide, which the Center is hosting in Fall 2016.

The Institute's collections now include testimonies of the Holocaust, the Armenian genocide, which is now fully indexed, the genocides in Cambodia, Guatemala and Rwanda, and the Nanjing Massacre. Recording testimony in areas where conflict is ongoing continues to be a challenge, yet promising pilot work was achieved in South Sudan and Central African Republic. Current experiences with antisemitic violence were also documented in the initial months of our Countering Antisemitism Through Testimony program, a vital initiative for us in the coming years.

All of our successes are directly connected to the leadership and generosity of our Board of Councilors, Next Generation Council, and other partners and benefactors. My gratitude to you is boundless.

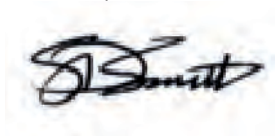
We are all indebted to our longtime board member Bob Katz for his incredible dedication and support for the Institute. Announcing his retirement from the Board of Councilors earlier this year, Bob will remain Chair Emeritus for the next three years.

My heartfelt thanks goes out to our Interim Dean Dani Byrd, as she took the time to absorb and reflect the values of the Institute. I also warmly welcome Amber Miller, our newly installed Dean of Dornsife College, as well as Andrea Waldron, our new Senior Executive Director of Advancement, whose presence is already positively influencing the course of the Institute.

As we express our many thanks, we also reflect upon the many changes and transitions from this past year. Change is constant, and this year we lost dear friends Erna Viterbi, Elizabeth Garrett, Steven Sample, and David Cesarani. Each contributed in their own, significant way to advance our mission, and our continued, determined efforts are a part of their legacies.

Thank you for taking testimony into your work and hearts, and for sharing it with others.

Best wishes,



Stephen D. Smith  
Executive Director



## Executive Office Team

Stephen D. Smith, PhD  
*Executive Director*

Kim Simon  
*Managing Director*

Lara Bradshaw, PhD  
*Program Specialist*

Lauren Carter  
*Production Manager*

Renita Franklin  
*Administrative Assistant*

Colleen Mahan  
*Executive Assistant*

Aaron Zarrow  
*Program Administrator*

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*milestones*

*“Beyond the walls,  
there is another world.  
Beyond what we can  
see, there is hope.*

Habert Natuhwera, IWitness Rwanda Educator



*milestones*

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DEC 15 2015



MNL 0h36m53s  
1080/60p R 16h47m  
T W  
MF 1/120 F2.4 0dB  
DEC 15 2015



7/28/15

Institute partners with La Fundación de Antropología Forense de Guatemala on Guatemalan genocide testimony project



8/5/15

“Ours or Foreign?” Czech educator training engages 600 teachers to teach Holocaust history in the Czech Republic

8/13 - 8/14/15

IWitness Detroit program inspires students to explore civil rights at Ford Museum



8/24/15

Rutman Fellow Liliane Weissberg examines the narrative of trauma through the Visual History Archive

9/10/15

Ambassadors for Humanity Gala honors Bill Ford



10/29 - 10/31/15

Institute shares mission and Nanjing testimonies at the USC Global Conference in Shanghai

11/4/15

Cornell University is 52nd Visual History Archive full access site



11/16/15

IWitness and Center for Initiatives in Jewish Education launch partnership program in NYC



11/19 - 11/25/15

Rwandan teachers explore IWitness at peace education workshops

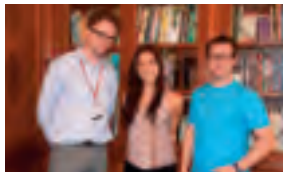
12/18/15

Mobile app presents Visual History Archive testimony in new *March of the Living* book

## 2015

8/13/15

Institute creates groundbreaking indexing terms on emotions for Jewish Family and Children's Services collection



5/1- 8/1/15

POLIN “Museum on Wheels” highlights Visual History Archive testimony across Poland



10/23/15

Institute trains teachers in Kyiv on nationally approved multimedia lesson on the Ukrainian famine



10/10 - 10/11/15

Center for Advanced Genocide Research sponsors “Singing in the Lion's Mouth” international conference and concert



11/3 - 12/1/15

Social media campaign #BeginsWithMe launches mobile giving to promote education through testimony

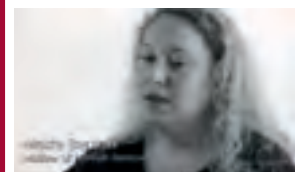


12/22/15

Sara and Asa Shapiro Academic Research Fellowship draws prominent genocide studies scholars

11/19/15

Institute records testimony on current antisemitism in Copenhagen



1/15/16

Holocaust Geographies  
Collaborative transforms field  
through innovative research on  
spatial histories



2/11/16

Greenberg Fellow Julia Werner  
connects photography to  
testimony

3/4/16

Rwandan and American  
students collaborate  
on IWitness bystander  
effect activity

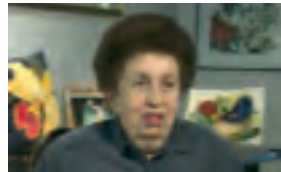


2/2/16

CAGR fellow  
Kiril Feferman  
presents lecture  
on religion and  
survival under  
occupation

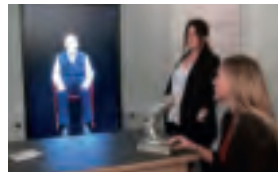
4/21/16

New IWitness  
activity examines  
hidden identities  
and acceptance



5/11 - 9/5/16

New Dimensions in Testimony  
pilots at U.S. Holocaust Memorial  
Museum



5/19/16

First Katz Research  
Fellow Teresa Walch  
studies social history of  
persecution

6/10 - 6/15/16

New Dimensions in  
Testimony wins two  
awards at Sheffield  
Documentary Film Festival



6/20 - 6/25/16

"Peace Week"  
marks end of  
Rwanda Peace  
Education Program



## 2016

3/9/16

ProQuest partnership  
increases Visual  
History Archive  
access

3/1/16

IWitness adds activities and  
clips in Polish, Czech, and  
Hungarian languages

2/8/16

UNESCO Director-General Irina  
Bokova visits Institute and  
discusses violent extremism



1/21/16

Institute announces  
ambitious Visual History  
Archive Program to expand  
access

4/20/16

Genocide survivors  
share personal  
poetry at DEFY  
event

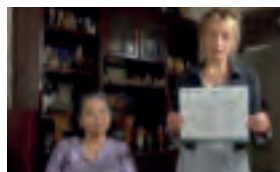


4/15/16

Institute adds 185 fully indexed  
Armenian Genocide testimonies  
to the Visual History Archive

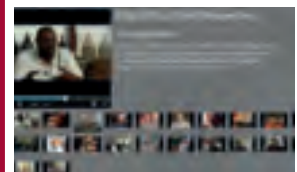
4/1 - 4/30/16

Genocide Awareness Month  
increases use of testimony in the  
Visual History Archive



6/20/16

USC Shoah Foundation  
commemorates World  
Refugee Day with  
24hrs of testimony



6/7/16

Institute records 20 new  
testimonies for Nanjing  
Massacre collection



“ *We all have opportunities to make a difference, and enough of us can create a critical mass so that the world can be a better place. There’s no doubt about that in my mind.*

George Papanek, Holocaust Survivor

*institute overview*



**IWitness** | USC Shoah Foundation

One Voice at a Time

[iwitness.usc.edu](http://iwitness.usc.edu)

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# Accelerating the Mission

The Institute continues to refine and clarify the scope of its work in order to move most effectively toward its mission. Building scale sustainably is a top priority. By adopting and evolving our strategic objectives and program schematic, the Institute positions itself to effect lasting and deep change.

## Mission and Brief

The mission reflects our ultimate aspiration to create positive change throughout the world, while the brief grounds our mission with a statement of our mandate.

### MISSION STATEMENT:

Overcoming Prejudice, Intolerance, and Hatred – and the suffering they cause – through the educational use of the Institute’s testimonies

### THE BRIEF:

Dedicated to making audio-visual interviews with survivors and witnesses of the Holocaust and other genocides a compelling voice for education and action.

## Strategic Objectives

As we move toward the Institute’s 25th Anniversary, we have developed four concrete goals that identify what success looks like.

### Global Impact

Trusted resource and has lasting partnerships

### Proven Change

Measure, evaluate, and communicate impact

### The Academy

For teaching, learning, and research with testimony

### Best-in-class

VHA/Collection/Preservation/  
Indexing/Accessibility/Innovation

## Program Schematic

The Program Schematic offers a way for the Institute to understand the scope and categorization of its work.



*“Now, the survivors’  
voices can forever  
be heard, and their  
words as eyewitnesses  
forever teach.”*

USC President C.L. Max Nikias

## **Administration Team**

Ari C. Zev	Director of Administration
Suzy Hovanesyan, MSW	Operations Specialist
Florian Koepl	Austrian Memorial Intern
Clarence Leung	Budget Technician
Zovaira Rodriguez	Purchasing Assistant
Cynthia Schirmer, MBA	Finance Manager



*financial report*



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“ *I survived why?*

*I have to stand and fight  
against Genocide ideology.*

*Mother, I promise to try to  
accomplish what you did not  
get a chance to accomplish,*

*I will help inspire others as  
you used to do.*

*God Made a Wonderful Mother*  
by Rwandan Survivor Edith Umugiraneza

## Advancement Team

Andrea Waldron	Senior Executive Director, Advancement
June Beallor	Founding Executive Director and Advisor
Rodger Devine	Senior Executive Director, Business Intelligence
Frieda Kahn	Executive Director, Advancement
Nick Kennedy	Assistant Director of Annual Giving
Jayne Perilstein	Managing Director, Advancement
Nicole Watkins	Director of Donor Relations

*advancement*



# Advancement Highlights

**Los Angeles, CA**  
**February 1, 2016**

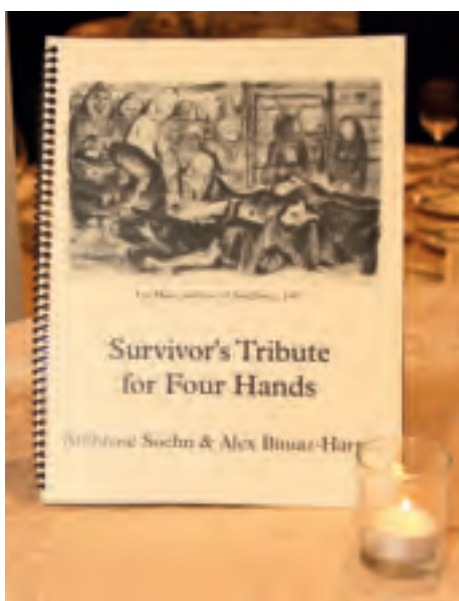
Board of Councilors members David Zaslav and Andy Friendly, along with Andy's wife Pat Crowley, hosted over 100 guests in support of the Institute. Holocaust Survivor Paula Lebovics and Master Teacher Michelle Clark spoke about the impact of testimony-based education, and Andy read from a moving letter written by his father, legendary news journalist Fred Friendly, about his experiences at Mauthausen concentration camp during the liberation.



May 19, 1948

Dear Mother:

In just a few days I will be in an airplane on my way back to the APO to which you write me. Before I leave Europe, I must write this letter and attempt to convey to you that which I saw, felt and gasped at as I saw a war and a frightened peace stagger into a perilous existence. I have seen a dead Germany... If it is not dead it is certainly ruptured beyond repair. I have seen the beer hall where the era of the inferno and hate began and as I stood there in the damp moist hall where Nazidom was spawned, I heard only



**Washington, D.C.**  
**March 10, 2016**

Through the efforts of Next Generation Council Co-Chair Thom Melcher (far right), PNC Bank hosted this special event featuring a performance by Alex Biniar-Harris and Ambrose Soehn, USC Thornton School of Music alumni, of their original composition "Survivor's Tribute for Four Hands," inspired by Holocaust survivors' songs found in testimony.





**Philadelphia, PA  
June 7, 2016**

Next Generation Council Member Sam Pond and his partners hosted more than 150 guests at this special event for the Institute. Sam hailed the Institute’s ability “to raise awareness and to motivate humanity.” The group heard from IWitness Video Challenge winner and Junior Intern Ruth Hernandez, who said, “ I have learned such valuable lessons from the survivors. This experience has allowed me to open up my perspective and views.”



**Countering Antisemitism Through Testimony Events**

Board of Councilors and Next Generation Council members rallied in support of our Countering Antisemitism Through Testimony program at this series of events in New York to increase awareness and raise funds.

February 23, 2016

Hosts: Ulrika Citron and Joel Citron

March 16, 2016

Hosts: Leesa Wagner and Leon Wagner

April 5, 2016

Hosts: Sarah Sternklar and Marvin Davis

**New York, NY  
May 23, 2016**

Next Generation Council members Cecilia Chan and Allie Pyke played pivotal roles in facilitating a special event at Soho House New York in honor of the Institute, including a panel discussion “Past Present Future: Memories, Humanities and Benevolence” featuring Rafael Sidi, Vice President and General Manager of ProQuest, on the global distribution of the Visual History Archive.

**New York, NY  
June 27, 2016 “Philanthropy is Beautiful”**

Cecilia Chan also played a key role in facilitating a unique fundraiser for the Institute which was hosted by PR consultant Susan Shin and jewelry designer and philanthropist Joan Hornig. Hornig donates 100% of sales of her “Philanthropy is Beautiful” collection to charity. More than 50 guests participated, including an exploration of the value of testimony-based education to counter antisemitism and other forms of hate.

## Dornsife Leadership

We welcome Amber Miller, newly installed Dean of Dornsife College, who joins our recently appointed Senior Executive Director of Advancement Andrea Waldron. Together with Eddie Sartin, the Senior Associate Dean for Advancement, this team works with our major gifts officers and partners with the philanthropic community to raise the funds necessary for our programming initiatives.



### Amber Miller

As dean of the USC Dornsife College of Letters, Arts and Sciences, Amber Miller oversees the university's largest, oldest and most academically diverse school. She also holds the Anna H. Bing Dean's Chair, in addition to a faculty appointment in the Department of Physics and Astronomy at USC Dornsife. Dean Miller arrives from Columbia University as the former Dean of Science and professor of physics. She has published more than 100 scientific papers, and her honors and awards include a National Science Foundation Career Award, an Alfred P. Sloan Fellowship and a Lenfest Distinguished Faculty Award. In addition, Miller was a Hubble Fellow at the University of Chicago and a NASA Graduate Research Program Fellow. She is a fellow of the American Physical Society.



### Eddie Sartin

Senior Associate Dean Sartin leads the senior management team of USC Dornsife's Office of Advancement, overseeing all directors of development and major gifts; corporate foundation and federal relations; and alumni and constituent relations. Prior to joining USC, Eddie served as the Chief Development Officer at the University of Michigan's Ross School of Business, Associate Dean of Alumni Affairs and Development at Cornell University, and the Executive Director of Development at University of North Carolina at Chapel Hill.

## Institute Advancement Team



### Andrea Waldron

Andrea Waldron joined USC Shoah Foundation's advancement team on June 1, 2016. Andrea serves as the campaign lead for USC Shoah Foundation and manages Jayne Perilstein and Frieda Kahn, as well as her own portfolio of donors for the Institute, primarily in the western states. Andrea is an executive leader and relationship builder with more than 15 years of experience in fund development at leading humanitarian, educational and international development organizations. Andrea has a strong track record of successfully fostering philanthropic giving, securing principal and major gifts, providing organizational leadership, and forging signature partnerships.



### June Beallor

Award-winning filmmaker June Beallor has worked with some of the top public figures of our time, predominantly focusing on social issues and activism. Beallor's work has garnered many awards including Oscar®, Emmy®, Peabody, Cable Ace and the Edward R. Murrow-Excellence in Journalism, among others. Beallor career spans work with major networks, cable and film studios, including ABC News' *Closeup*, Disney, Universal, Warner Bros. and DreamWorks, as well as productions for the Democratic Nation Convention, the Academy Awards, the Motion Picture Academy's Governors Awards, the Emmys and the Grammys, among others. Beallor is also a non-profit consultant specializing in developing synergies between the entertainment community and the non-profit world. She was Co-Founding Executive Director and a primary architect working with Steven Spielberg to establish and run the Shoah Foundation, where she continues to produce the annual *Ambassador for Humanity* Galas and provide strategic consulting.





## Jayne Perilstein

Jayne Perilstein began working with USC Shoah Foundation as a consultant in 2010 and joined as Executive Director of Development in 2012. In July 2015, she became Managing Director of Advancement and relocated from Philadelphia to the New York City office, where she is responsible for major gift fundraising as well as developing strategic relationships in the region for the Institute. Previously, Jayne was the President and Owner of The Arjay Group, where she spent over 25 years as a special event, fundraising and volunteer management consultant. Jayne is a graduate of The Wharton School of the University of Pennsylvania and an active volunteer leader both at Penn and the Jewish Federation of Greater Philadelphia.



## Frieda Kahn

Frieda Kahn joined USC Shoah Foundation as Executive Director of Advancement based out of our New York City office in December 2015.

Prior to joining the Institute, Frieda worked as the sole US Development and Alumnae Relations Representative for Neve College for Women. Frieda has also worked as a Senior Auditor for KPMG LLP in their financial services practice. Frieda completed her BS in Accounting at Yeshiva University's Syms School of Business and is a licensed CPA in New York.



## Rodger Devine

Rodger Devine joined the senior management team of USC Dornsife's Office of Advancement in May 2015, overseeing information strategy, data analytics and annual fund program development for the entire College, including USC Shoah Foundation. Rodger brings over 15 years of experience as an enterprise computing, infrastructure systems and operational team leader. Prior to joining USC, Rodger served as the Director of Information, Analytics and Annual Giving at the University of Michigan's Ross School of Business, where he managed all information, analysis, reports and processes related to fundraising strategy, goal attainment and portfolio activity. Rodger enjoys volunteering and participating in data-driven research projects that benefit educational non-profits, civic engagement and community leadership.



## Nick Kennedy

Nick Kennedy joined USC Shoah Foundation in October 2015 as the Assistant Director of Annual Giving. In this role, Nick is responsible for all direct mail and online appeal projects, as well as various other donor outreach, cultivation and solicitation projects. Nick holds a Bachelor of Arts in Economics from Claremont McKenna College.



## Nicole Watkins

Nicole Watkins serves as the Director of Donor Relations for USC Shoah Foundation. She is responsible for stewarding our community of donors and producing the Annual Impact Report. Prior to joining USC nine years ago, Nicole managed the Los Angeles region of Operation Hope's Banking on Our Future program. In addition to her non-profit and program management experience, Nicole has considerable event management, marketing and communications experience having worked with such corporations as Sony Music Entertainment, Warner, Elektra, Atlantic Corporation and Discovery Communications Inc. Originally from New York, Nicole received her MBA, Masters in Television, Radio and Film, and undergraduate degree in Speech Communication from Syracuse University.

## Advancement Milestones



*External advisory committee members for the Visual History Archive Program met this past year to discuss next steps and progress for the next five years. From left to right: Karen Jungblut, Director of Collections; Larry Moses, Senior Philanthropic Advisor and President Emeritus for the Wexner Foundation; Cecilia Chan, NGC Member; Sam Gustman, Chief Technology Officer; Andi Gitow, Acting Chief of Partnerships, News and Media Division and United Nations; and Monika Koszyńska, Regional Consultant for Poland.*

## Visual History Archive Program

Full funding of \$10 million over five years was achieved thanks to Board of Councilors member Lee Liberman's grant through her foundation and support from the Koret Foundation facilitated by Board of Councilors member Anita Friedman. The program will expand access to the testimonies globally and build new tools for researchers, educators, organizations and communities.



## IWitness

The award-winning multimedia platform is a central educational tool for teachers and students that enables them to work with survivor testimony to engage critical thinking, reading, and writing skills. This platform utilizes testimony to reach a variety of audiences to help students develop digital literacy and empathy skills necessary to be active and informed members of civil society. Gifts in support of IWitness, like the one made by Next Generation Council member Aliza Liberman, support the ongoing development and expansion of IWitness programming. Aliza's gift will allow for the ingestion of Spanish language testimonies and clips into IWitness, development of Spanish language activities and translations, educational materials for the Latin American region, localized professional development programs for educators, and an IWitness pilot school.

Ongoing program development includes plans for additional language resources, expansion of the Teachers Innovation Network and professional development for educators, and new activities and learning pathways.

## Center for Advanced Genocide Research

The Center is dedicated to advancing new areas of interdisciplinary research on the Holocaust and other genocides, specifically discussing the origins of genocide and the conditions that enable people to resist mass violence. Through key research fellowships, lectures, events and conferences, the Center highlights groundbreaking work that furthers the Institute's mission. Board of Councilors member Mickey Shapiro endowed a research fellowship program at the Institute's Center for Advanced Genocide Research in honor of his parents, Sara and Asa Shapiro. Intended to inspire prominent scholars, the Sara and Asa Shapiro Annual Holocaust Testimony Scholar and Lecture Fund will enable one senior scholar to spend up to one month in residence at the Institute and have access to the Holocaust Genocide Studies Collection at the USC Doheny Library.

Now entering its third year, the Center has quickly become a powerful contributor to the field and stands ready to grow, with prestigious naming opportunities for a variety of academic chairs, fellows, and an emergent Undergraduate Studies Lab.



## Countering Antisemitism Through Testimony Program

This program documents, analyzes and personalizes the experience of current and historical antisemitism through testimony-based research, education and outreach in order to develop understanding of antisemitism as a threat to Jewish people, a threat to civil society, and one of several facets of hatred that threatens all of humanity. The current collection consists of recently recorded interviews with witnesses to the February 2015 attacks in Denmark at Copenhagen's Great Synagogue, and the 50,000+ Holocaust testimonies in the Institute's Visual History Archive. Board of Councilors members, Next Generation Council members and others have come together in support of the Countering Antisemitism Through Testimony program with gifts totaling nearly \$700,000 for the first year of the initiative. These funds and future support will advance education for students, teachers and leaders about the ongoing impact of antisemitism and help develop and drive methods to counter it through new testimony collection, educational workshops and resources, research initiatives with the Center for Advanced Genocide Research, and targeted outreach programs.

Plans include the collection of additional testimonies of witnesses to current antisemitism and the development of learning modules for university administrators, student governments and other decision makers, international organizations such as the United Nations, media, and others, scholars and educators. Our vision is to counter antisemitism through the power of personal testimony.



## A New Global Headquarters

The Institute is preparing to move to the 4th floor of Leavey Library with the generous support of George and Irinia Schaffer, pending additional funding to create a premiere global facility. The new space will accommodate growth of our programs and the staff needed to implement them, as well as the latest technology in service of humanity.



A number of exciting naming opportunities are available to advance this strategic growth in support of our mission.

## New Councilors' Toolkit

Videos and downloadable resources make it easy to share your passion for USC Shoah Foundation with others.

[sfi.usc.edu/about/toolkit](http://sfi.usc.edu/about/toolkit)



## Advancement Look Ahead

As the Institute prepares for its 25<sup>th</sup> Anniversary in 2018, a variety of exciting projects are on the horizon, pending funding and program development:

- New Global Operations Center on the 4th Floor of Leavey Library
- Ambassadors for Humanity Gala on December 8, 2016 to honor Mellody Hobson and George Lucas in Los Angeles, CA
- New Dimensions in Testimony installations in museums
- IWitness expansion including new historical experiences, more language resources and additional learning pathways
- Center for Advanced Genocide Research academic chair development, new fellows, lectures and screenings
- Virtual reality, augmented reality and immersive environments for education

## Mobile Giving

One easy way to make a difference:

**It #BeginsWithMe.**

**Give any time, anywhere.**



**1 Send Text to 41444**

**2 Type: TESTIMONY**

**3 Hit Send**



## Collections Team

Karen Jungblut	Director of Collections
Manuk Avedikyan	Project Specialist
Crispin Brooks, MA	Curator
Cheng Fang	Project Specialist
Ita Gordon	Content Specialist
Kia Hays, MPD	Project Manager
Scott Spencer, PhD	Program Administrator
Theodore Taylor	Project Assistant
Edith Umugiraneza	Research Assistant
Aleks Visser	Research Specialist
Heather Zeiden	Program Assistant

## Information Technology Services Team

Sam Gustman	Chief Technology Officer
Anita Pace	Director of Technology
Sandra Aguilar	Archivist
Doug Ballman	Manager, External Relations – Online Archive
Shiraz Bhatena	Video Archive and Post-Prod. Specialist
Mills Chang	Programmer Analyst
Remington Dewan	Video Archive and Post-Prod. Manager
Daryn Eller	Assistant Archivist
Ryan Fenton-Strauss	Video Archive and Post-Prod. Manager
Georgiana Gomez	Video Archive and Post-Prod. Specialist
Zachary Goode	Video Archive and Post-Prod. Supervisor
Kathy Guyton	Office Manager
Sam Jaloma	Programmer Analyst
Jay Kulsh	Programmer Analyst
Sandhya Moodur	Systems Programmer
Toan Nguyen	Systems Programmer
Li Pan	Programmer Analyst
Susan Popler	Senior Technical Project Leader
Michael Russell	Programmer Analyst
Richard Starr	Application Programmer
Linda Swenson	Senior Database Programmer
Consolée Uwamariya	Preservation Supervisor
Warren Wan	Programmer Analyst

*access*



# Visual History Archive Program

The Institute launched the Visual History Archive Program in early 2016 to significantly broaden its reach and reimagine how the archive's four main audiences – scholars, educators, organizations and communities – connect and engage with testimonies. New partnerships and ingenious technological development is already resulting in expanded resources and new kinds of engagement with the stories in the archive.

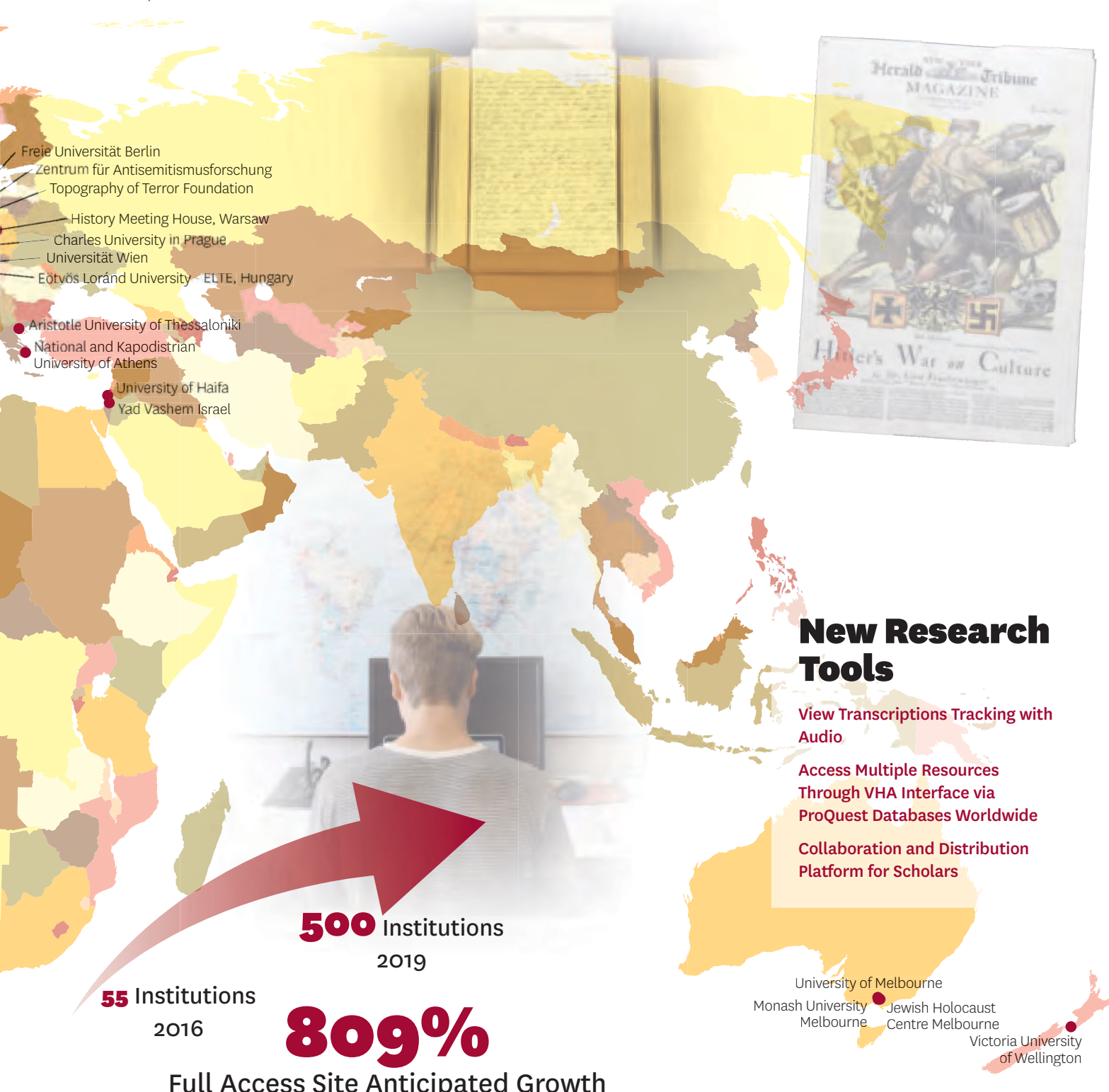


● Visual History Archive Full Access Site



## Spotlight: ProQuest Partnership

A premiere technology company whose meta-database is a staple in virtually every major university library, ProQuest is the exclusive distributor of USC Shoah Foundation's Visual History Archive to colleges and universities around the world (except China).



- Freie Universität Berlin
- Zentrum für Antisemitismusforschung
- Topography of Terror Foundation
- History Meeting House, Warsaw
- Charles University in Prague
- Universität Wien
- Eötvös Loránd University - ELTE, Hungary
- Aristotle University of Thessaloniki
- National and Kapodistrian University of Athens
- University of Haifa
- Yad Vashem Israel

## New Research Tools

- View Transcriptions Tracking with Audio
- Access Multiple Resources Through VHA Interface via ProQuest Databases Worldwide
- Collaboration and Distribution Platform for Scholars

**500** Institutions  
2019

**55** Institutions  
2016

**809%**  
Full Access Site Anticipated Growth

- University of Melbourne
- Monash University Melbourne
- Jewish Holocaust Centre Melbourne
- Victoria University of Wellington

## Collections

The Institute continues to enhance its collections through technological innovation and geographical considerations to give voice to survivors and witnesses of genocide. New testimonies from the Holocaust era range from acquired collections under our Preserving the Legacy program to original recordings for the Middle East and North Africa collection, as well as the interactive project New Dimensions in Testimony (NDT). An additional NDT testimony is scheduled to be recorded with a survivor of the 1937 Nanjing Massacre, adding to that ongoing collection, and other non-English NDT testimonies are being developed. Further testimony recording, indexing and archiving includes witnesses of genocides in Armenia, Cambodia, Guatemala and Rwanda.



### Guatemala

A total of 149 Guatemalan testimonies have been recorded, including 10 in the K'iche language. The indexing of these testimonies, with seven completed so far, has led to the creation of several new terms to document witnesses' experiences.

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*“The life stories of these testimonies document events before, during and after the war, giving veracity to other existing written records or documentation, and making them very important for the past of Guatemala.”*

Sandra Gruner-Domic, PhD, Social Anthropologist and Research Expert on the Guatemalan Testimony Collection at USC Shoah Foundation

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### Cambodia

With help of scholar Peg Levine, PhD, Curator Crispin Brooks has been able to index 4 out of 5 Cambodian testimonies for integration into the Visual History Archive.

## Nanjing

More than 70 survivors have given testimony and two expert interviews have been conducted – one with Zhu Shenshan, former director of the Nanjing Massacre Memorial Hall, and the other with Tamaki Matsuoka, a well-known Japanese activist and educator.



*Next Generation Council member Cecilia Chan (pictured at right) participated in our panel “Nanjing: The Power of Survivors’ Stories and Why Capturing them Matters” during the USC Global Conference in Shanghai, October 29–31, 2015.*



## Rwanda

As the Rwanda Peace Education Program drew to a close, the ministry of education adopted testimony-based learning into its national curriculum, a milestone achievement thanks to the Institute’s participation with key partner Aegis Trust. New recording of testimony and indexing is ongoing to expand the collections now in the Visual History Archive and the Genocide Archive of Rwanda.



## Armenia

All 333 testimonies from the Armenian Film Foundation collection have been indexed and will be integrated into the Visual History Archive. To extend use of the more than 150 Armenian language testimonies, a new workflow was implemented which includes transcription, translation and addition of English subtitles. More than a dozen Turkish language testimonies have already been translated, and hundreds of new terms were created to account for the experiences of survivors.

## Testimony in Current Conflict

For this pilot program, five anonymous interviews were conducted in South Sudan in August, 2015 to understand the nature of sexual violence and how it has been perpetrated on a mass scale during the conflict. Additional testimonies have since been recorded in both South Sudan and Central African Republic.



## New Holocaust Testimonies

To reflect the worldwide impact of the Holocaust and be able to offer a variety of stories and types of interviews to audiences, the Institute continues to collect testimonies of the Holocaust.



## New Dimensions in Testimony

Through specialized recording and display techniques and next-generation natural language processing, audiences interact with genocide survivor testimony. The project preserves the ability to have a lifelike conversation with the witnesses of history for all time.



**12** Holocaust survivor interviews recorded

**1st pilot exhibit Illinois Holocaust Museum and Education Center** completed

**2nd pilot exhibit United States Holocaust Memorial Museum** initiated

## Middle East and North Africa Collection

Every month this year on average, a new testimony was recorded with someone who was living in the Middle East or North Africa during the Holocaust, adding depth and breadth to the archive.



## Preserving the Legacy

This program saves from deterioration Holocaust survivor testimony recorded by other organizations through our unique digital preservation system, and makes them available, with indexing and metadata, through the Visual History Archive for research, global outreach and education.

## Jewish Family and Children's Services Collection

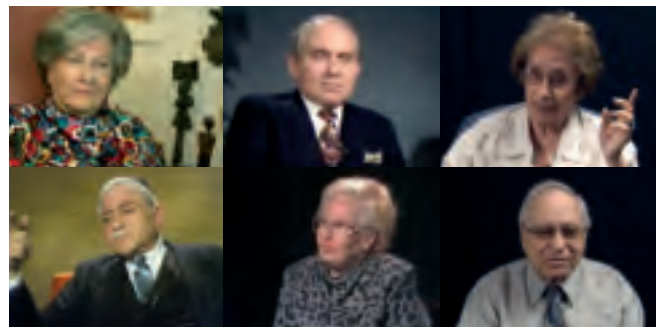
The collection was completed and launched in October 2015 in the Visual History Archive with 912 testimonies, and a set of ten were included in the VHAonline and IWitness.



912 Testimonies  
100% Digitized  
100% Indexed

## Canadian Collection

Digital preservation and indexing for this collection from the Montreal Holocaust Memorial Centre, the Sarah and Chaim Neuberger Holocaust Education Centre in Toronto, and other museums and organizations in Canada continued throughout the fiscal year and was completed in summer 2016.



1207 Testimonies  
100% Digitized  
98% Indexed

## Houston Collection

USC Shoah Foundation continues indexing testimonies in the Houston Collection in collaboration with Holocaust Museum Houston. Five indexers were trained and have completed 186 testimonies as of summer 2016.



279 Testimonies  
100% Digitized  
67% Indexed

## Florida Collection

In an exciting new collaboration with the Florida Holocaust Museum, testimonies from their archives will be added to the Visual History Archive as an initial project, with outreach and education activities based on the collection being planned.

25 Testimonies  
100% Digitized  
Indexing Fall 2016



## Preservation

Sustaining the source of testimony is at the heart of the promise made by the Institute to the survivors who share their story: that it will benefit future generations. Through our patented and state-of-the-art preservation system, the Institute sets a new standard for digital collection management that digitally preserves our collections in perpetuity.

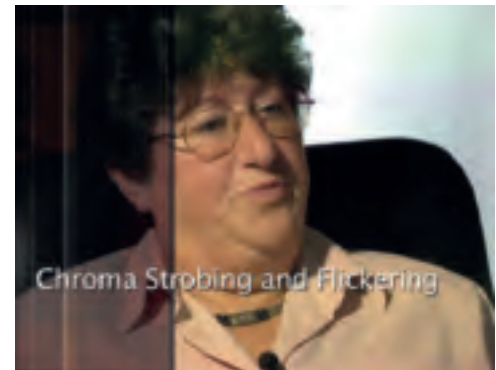
## IWitness Updates

Our Information Technology Services team provides ongoing support for new IWitness features and functionality throughout the year. Rich secondary resources, new pathways to access content, and improved search functions are among the monthly improvements made to the website, all geared to deepen engagement and learning.



## Video Restoration

Each of the 53,000+ testimonies is checked for sound quality, image clarity, color restoration and more on a continuous basis. Audiovisual errors, videotape damage, and other deterioration is corrected wherever possible. A total of 9,994 of 11,818 testimonies needing such restoration have been completed.



## Media Post-Production

Video production and post-production specialists provide in-house services across a variety of programs, serving research, collections, global outreach, education, media production and advancement.



## Alternative Media

A variety of media exists that informs the work of the Institute but does not fall within the scope of the Visual History Archive, such as documentary films, old promotional reels and other “alternative” media. This collection contains 5,800 content pieces, 1,690 (21%) of which have been digitally preserved so far.



## Center Team

Wolf Gruner, PhD	Director of Center for Advanced Genocide Research
Martha Stroud, PhD	Research Program Officer
Emilie Garrigou-Kempton, PhD	Academic Relations & Outreach Officer
Shefali Deshpande	Program Assistant



*center for advanced  
genocide research*



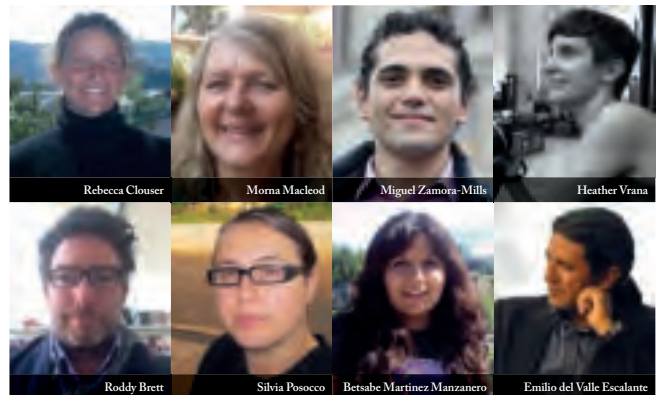
## Center for Advanced Genocide Research

Extraordinary new research at USC Shoah Foundation's Center for Advanced Genocide Research is deepening our understanding of the conditions of genocide and ways to resist it. Fellows at the Center led novel studies of religion and survival under occupation, destruction of rituals during genocide, the connection of photography to testimony, and the inter-ethnic history of persecution. New partnerships and collections of testimony on the Guatemalan genocide have led to the development of the first global conference on the subject at USC Shoah Foundation in Fall 2016.



### Guatemala Conference

Building on our collection of Guatemalan genocide testimonies and partnership with La Fundación de Antropología, preparations throughout the past fiscal year have contributed to a groundbreaking interdisciplinary academic conference scheduled for September 2016 that brings 26 international scholars together with a large audience to examine: "A Conflict? Genocide and Resistance in Guatemala."



### Holocaust Geographies Collaborative

Scholars of the Holocaust Geographies Collaborative returned to the Center for a second Interdisciplinary Research Week to continue their examination of how testimony and the mapping of individuals' experiences can shed new light on the history of the Holocaust, and presented a lecture on January 12, 2016.

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*"The VHA is of enormous value to the world of academia. From providing new insights on how the 'Forgotten Holocaust' unfolded in modern Ukraine, to helping neuroscientists understand how gratitude is mapped in the brain, the Visual History Archive is a priceless academic resource that will benefit not only historians, but researchers of many disciplines for generations to come."*

Wolf Gruner, Director, USC Shoah Foundation Center for Advanced Genocide Research

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## Research Fellows

### **Kiril Feferman, PhD**

#### **2015-2016 Center Research Fellow**

Through testimony, this year's Center Research Fellow Kiril Feferman expanded his research on the role of religion for aid providers, recipients and survivors in the Soviet Union and delivered "Religion and Jewish Survival in the Occupied Soviet Territories," a public lecture on February 2, 2016.



### **Julia Werner, PhD Candidate**

#### **2015-2016 Margee and Douglas Greenberg Research Fellow**

Greenberg Fellow Julia Werner combined testimony with her research on photography of occupied Poland during World War II to deepen understanding of ghettoization. She shared findings in her lecture entitled "Beyond the Pictorial Frame: The Ghettoization of Jews in Poland" on February 11, 2016.

### **Nisha Kale**

#### **DEFY Undergraduate Summer Research Fellow**

A USC sophomore studying neuroscience and law, history, and culture, Nisha Kale compared reactions to stress during genocide by studying Rwandan, Armenian and Holocaust testimonies.



### **Béatrice Mousli Bennett, PhD**

#### **Faculty Summer Research Fellow**

Director of the USC Francophone Research and Resource Center, Béatrice Mousli Bennett researched testimony to study individual experiences of writing under threat in France during the Nazi occupation.

### **Lacey Schauwecker, PhD Candidate**

#### **Graduate Summer Research Fellow**

A doctoral candidate in Comparative Literature at USC, Lacey Schauwecker accessed as-yet-unreleased Guatemalan genocide testimonies to examine interruptions in the testimonies — including prolonged silences, affective gestures, and ambiguous rhetoric — and what those interruptions reveal.





**Erin Mizrahi, PhD Candidate**  
**Graduate Summer Research Fellow**

A doctoral student in Comparative Studies in Literature and Culture at USC, Erin Mizrahi is leading unprecedented research into the meanings of silence in testimony.

**Piotr Florczyk, PhD Candidate**  
**Graduate Summer Research Fellowship Honorable Mention**

Piotr Florczyk, a USC doctoral candidate in Comparative Literature, explored Polish testimonies in order to write a suite of poems about Polish Jews.

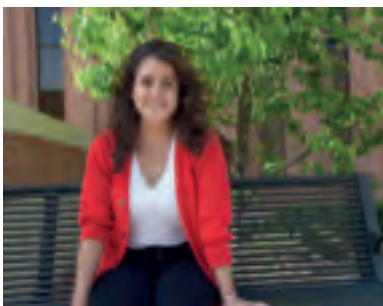


## Outreach

To propel research and engage new collaborations and partners, the Center reaches out to the international community of Holocaust and genocide scholars from a wide range of disciplines, and hosts all academic visitors to the Institute. Our staff has traveled to a number of VHA access sites worldwide to conduct workshops on how to use the Visual History Archive for scholarly research and in university teaching, including at Cornell University, Texas A&M, Royal Holloway University of London, and the American University of Paris.

## American University of Paris – Emerging Partnerships

A partnership with the American University of Paris' George and Irina Schaeffer Center for the Study of Genocide, Human Rights and Conflict Prevention brings all 53,000 Visual History Archive testimonies to the City of Light for the first time, giving scholars from France and all of Western Europe a new destination for vital research. The USC Shoah Foundation Center and the Schaeffer Center are discussing future cooperation regarding workshops and fellowship exchanges.



**Stefanie Kundakjian, MA Candidate**  
**2015-2016 George and Irina Schaeffer Center for the Study of Genocide, Human Rights and Conflict Prevention Research Fellow**

A visiting fellow from American University Paris and a student of international affairs, conflict resolution and civil society development, Stefanie Kundakjian is the inaugural George and Irina Schaeffer Center for the Study of Genocide, Human Rights and Conflict Prevention Research Fellow. She used the Visual History Archive as part of her investigation into the role of women in the Armenian Genocide and the lasting effects on women in Armenia today.

## Conference and Seminars

### Singing in the Lion's Mouth: Music as Resistance to Genocide

October 10-11, 2015

Merging an international concert and academic conference, "Singing in the Lion's Mouth: Music as Resistance to Genocide" featured scholarly presentations, film screenings and musical performances in cooperation with USC Visions and Voices and the USC Thornton School of Music.



## Film Screenings

### *Defiant Requiem*

November 15, 2015

Film screening and Jerome Nemer lecture

Co-sponsors USC Casden Institute for the Study of the Jewish Role in American Life,

USC Max Kade Institute for Austrian-German-Swiss Studies



*If That's So, Then I'm a Murderer!*

September 1, 2015

### *Intore*

October 13, 2015

Q&A with director Eric Kabera



## Lectures



**Alina Bothe**  
March 1, 2016

“Meeting Survivors Online: Negotiating Memory in the ‘Virtual In-Between’”



**Victoria Sanford**

“Anthropological Methods for Documenting Human Rights Violations and Genocide”  
September 15, 2015

**Atina Grossmann**

“Remapping Survival: Jewish Refugees and Lost Memories of Displacement, Trauma, and Rescue in the Soviet Union, Iran, and India”  
April 11, 2016



**Dan Stone**  
March 29, 2016

“Concentration Camps: A Global History”



**Maximilian Strnad**  
November 19, 2015

“The Fortune of Survival – Intermarried Jews in Nazi Germany”

**Center Director Wolf Gruner**

Representing the Center and the Institute around the world, Center Director Wolf Gruner delivered a variety of lectures, including:

“Defiance and Protest: Forgotten Individual Jewish Reactions to the Persecution in Nazi Germany”

March 8, 2016 at The Future of Holocaust Testimonies IV: An International Conference and Workshop in Akko, Israel

March 17, 2016 at Cornell University

April 4, 2016 at Texas A&M University

April 5, 2016 at University of Texas at Austin

“Letters and Memoranda: Overlooked Jewish Means of Opposition and Protest Against the Persecution in Nazi Germany”

December 13-15, 2015 at the Association for Jewish Studies 2015 Annual Conference

## DEFY

USC Shoah Foundation’s student organization engages the campus community in testimony-based learning.



*When Memories Unfold: Poetry After Genocide*

April 20, 2016

Survivors Edith Umugiraneza and Celina Biniiaz shared their stories through personal poetry at a special event by DEFY.



*The Search for the White Rose*

November 10, 2015

Q&A with director Peter Logue

In partnership with DEFY



## Undergraduate/Graduate Courses

UNIVERSITY	COURSE NAME	DEPARTMENT	SEMESTER TAUGHT
American University of Paris	Memory, Testimony and the Shoah	Psychology	Spring 2016
Central European University	Gendered Memories of the Holocaust	Gender Studies	Fall 2015
Central European University	Qualitative Methods: Interviewing and Oral History	Gender Studies	Winter 2016
Chapman University	The Holocaust in History and Film	History	Fall 2015 Spring 2016
Chapman University	The Holocaust: Memoirs and Histories	History	Spring 2016
Clark University	Collective Memory and Mass Violence	Holocaust and Genocide Studies, History	Fall 2015 Spring 2016
Clark University	Gender, War, and Genocide in 20 <sup>th</sup> Century Europe	Holocaust and Genocide Studies, History	Spring 2016
Duke University	The Holocaust	History, Jewish Studies	Spring 2016
Eötvös Loránd University	Video/Testimonies in Education - Teaching and Learning with Testimony	Educational Psychology	Fall 2015 Spring 2016
Florida Atlantic University	The Holocaust	Jewish Studies, History	Fall 2015
Freie Universität Berlin	Jewish Identity in the Modern Era: The Jewish Berlin	Jewish Studies	Summer 2015 Winter 2015/16
Freie Universität Berlin	Research Tools for Jewish Studies Researchers	Jewish Studies	Summer 2015 Winter 2015/16
Freie Universität Berlin	Places of Remembrance on National Socialism in Berlin	Berlin and Germany Studies for International Guest Students	Summer 2015 Winter 2015/16
Freie Universität Berlin	Conveying History in the Internet	Public History	Summer 2015 Winter 2015/16
Freie Universität Berlin	The Expelling of Polish Jews out of Berlin in 1938. History of Experiences, Archive Research, Making Visible	East European Studies	Summer 2015 Winter 2015/16
Freie Universität Berlin / Touro College	Tolerance in Conflict	Jewish Studies	Summer 2015 Winter 2015/16
Goucher College	Holocaust Testimonies: History and Memory	German, History, Judaic Studies	Fall 2015
Grand Valley State Univ	The Holocaust	Honors Seminar	Fall 2015



UNIVERSITY	COURSE NAME	DEPARTMENT	SEMESTER TAUGHT
Monash University	Genocide	History, Holocaust and Genocide Studies	Second Semester 2015
Monash University	The Holocaust	History, Holocaust and Genocide Studies	First Semester 2016
Monash University	Trauma and Memory in the Modern World	Holocaust and Genocide Studies, Jewish Studies, International Studies	First Semester 2016
Rutgers University	Genocide in Comparative Historical Perspective	Honors Seminar	Fall 2015
Texas A&M University	History of the Holocaust	History	Fall 2015
Universität Potsdam	Depictions of the Holocaust in Postwar Times	German Philology	Winter 2015/16
University of California, Los Angeles	Genocide, Testimony, and Digital Archive	Digital Humanities, German	Spring 2016
University of Michigan	The Holocaust	History, Judaic Studies, German	Fall 2015
University of Michigan-Flint	Never Again? Holocaust & Genocide in the 20th and 21st Century	University	Fall 2015
University of Minnesota	Beyond War and Atrocity - Reconciliation and Justice	Grand Challenge Curriculum	Fall 2015
University of North Carolina at Greensboro	Witnessing the Holocaust	Honors Seminar	Fall 2015
University of North Carolina at Greensboro	Communicating Risk and Fear	Honors Seminar	Spring 2016
University of Ottawa	The Holocaust	History	Fall 2015 Winter 2016
University of Pennsylvania	Re-Reading the Holocaust	History, Jewish Studies	Fall 2015
University of Pennsylvania	Representations of the Holocaust	English, Jewish Studies	Fall 2015
Univ of Southern California	The Holocaust	Jewish Studies, Social Issues	Fall 2015 Spring 2016
Univ of Southern California	Mass Violence and Comparative Genocide in Modern World History	History	Fall 2015
Univ of Southern California	Culture in Diaspora: The Jews of Spain	Religion	Fall 2015
Univ of Southern California	Religion and Violence	Religion	Fall 2015
Univ of Southern California	Gender Conflict Across Cultural Contexts	Gender Studies	Fall 2015
Univ of Southern California	Representing the Holocaust	General Education Seminar	Spring 2016
Univ of Southern California	Resistance to Genocide	History	Spring 2016
Univ of Southern California	Introduction to Jewish Music	Sacred Music	Spring 2016
University of Texas at Dallas	The Holocaust and Its Aftermath	History	Spring 2016

## education



**6,251,416 Students reached**



**65,705 Teachers reached**

**Users from 71 countries and 50 US States**

## Education Team

Kori Street, PhD	Director of Education
Joan Getman	Deputy Director of Education
Amy Carnes, PhD	Associate Director of Education—Evaluation and Scholarship
Jenna Leventhal	Associate Director of Education—Digital Engagement
Claudia Wiedeman, PhD	Associate Director of Education —Educational Technologies and Training
Sara Cohan	IWitness Armenia Education and Outreach Specialist
Lesley Culp	Senior Education Specialist and Trainer
Inna Gogina	International Digital Education Specialist
Francesca Innocenti	Executive Assistant
Greg Irwin	Project Specialist—Education
Karen Kim, PhD	Senior Research Associate
Kirk Stageberg	IWitness Technology Coordinator

## Regional Consultant Team

Emmanuel Debono	Regional Consultant, France
Monika Koszyńska	Regional Consultant, Poland
Anna Lenchowska	Regional Consultant, Ukraine
Martin Šmok	Senior International Program Consultant, Czech Republic
Andrea Szónyi	Regional Consultant, Hungary
Davis Wamondi	Regional Consultant, Rwanda
Sarah Warby	Regional Consultant, Australia
Cate Wilson	Regional Consultant, IWitness Detroit

*education*



# Education

In addition to extending its reach and building new educational resources for teachers and their students, the education team has codified its methodologies and evaluation practices. This strategic alignment will facilitate further development of partnerships, such as Discovery Education and Echoes and Reflections, expanded depth of reach and adoption of our models among other institutions, leading to sustainable testimony-based programs in education. More students and educators used and integrated testimony into their work this year than ever before. IWitness is effecting behavioral change, which is key to how both students and educators understand their role in civil society and take positive action.



## Partnerships

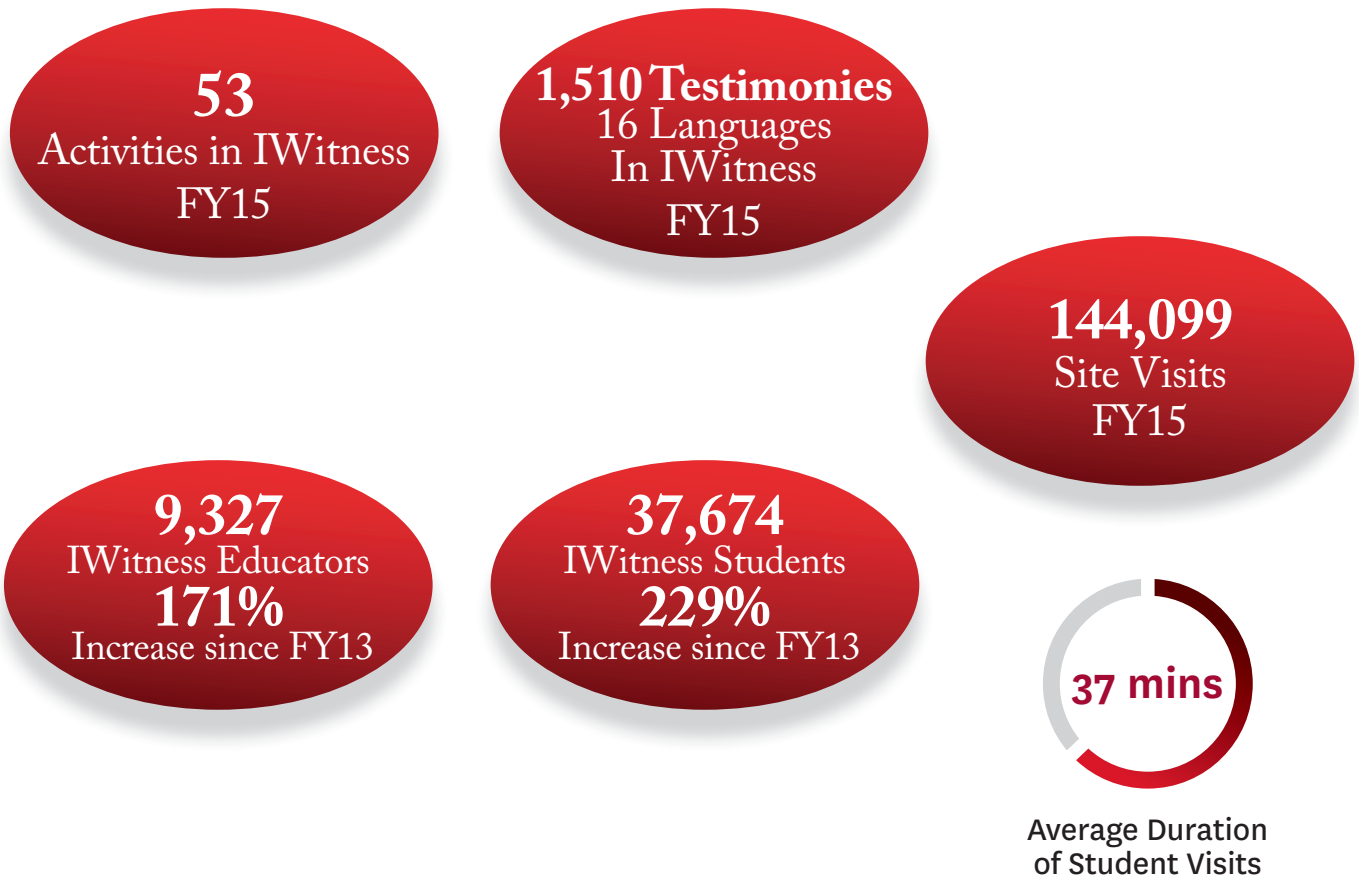


HOLOCAUST MEMORIAL CENTER  
ZEKELMAN FAMILY CAMPUS



## IWitness

The flexibility of IWitness, which allows educators to develop learning activities tailored to their students and culture, has led to its adoption around the world. From the integration into classrooms in Detroit and Los Angeles and the development of programs for Jewish Day Schools, to the inclusion of testimony-based education in the National Curriculum of Rwanda, IWitness delivers relevant, topical learning experiences for students that are readily deployed by busy educators.



THE NATIONAL  
**HOLOCAUST CENTRE  
AND MUSEUM**



Education  
Services  
Australia

UNITED STATES  
**HOLOCAUST  
MEMORIAL  
MUSEUM**



FACING  
HISTORY  
AND  
OURSELVES

**ECHOES and  
REFLECTIONS**  
Leaders in Holocaust Education

## IWitness Digital Content Spotlights

### Bystander Effect: Creating Cross Cultural Understanding

Piloted in two classrooms – one in New Jersey and one in Rwanda – 60 students came together via Skype to talk about what they learned about bystanders in relation to the genocide in Rwanda.



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*“The activity left my students empowered to use their voice to fight injustice wherever it can be found – whether it affects them directly or not.”*

Keith Stringfellow, Auschwitz: The Past is Present Professional Development Program and IWitness Educator

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### Countering Antisemitism Through Testimony

Converging our social media and new collections for the Countering Antisemitism Through Testimony (CATT) program, the Education team completed its first immediate response program, intervening to resolve a conflict with two urban schools through a social media activity #BeginsWithMe. Our experience with the immediate response program will inform ongoing educational program development to advance the goals of the CATT initiative

## IWalk

A new way to engage with testimony, the Institute’s unique IWalk program provides a guided visit to an authentic historic site including testimony of Holocaust survivors who were there. A total of 5 IWalk experiences are available for sites in Hungary, Poland and Czech Republic.

## Information Quest: The Armenian Genocide

Twelve full-length testimonies and an Information Quest Activity in IWitness are part of the Armenian Education Program, which delivers training to K-12 and university educators.



*“It’s full circle to have interviewed my grandfather about his experiences...and now to be a part of the team that will use Armenian testimony to educate the Armenian community and communities at large is a part of legacy I share.”*

Sara Cohan,  
Armenian Education and Outreach Specialist

## Finding Your Seat on the Bus

Students explore the concepts of grit, determination and resilience through the creative exercise of building acrostic poems. The activity is central to IWitness Detroit, a two-year program focusing on students and teachers which provides digital literacy skills for the 21<sup>st</sup> century, launched as part of the Institute’s Ambassadors for Humanity Gala with support from the Ford Motor Co.



*“I now understand that our actions do speak louder than our words. We can either make the world peaceful and accepting – or ruled by bigotry and hate. It’s in our hands.”*

Brandon Bartley, IWitness Detroit participant



## Student Engagement Junior Intern Program

A total of 42 students developed their own voices and gained skills as they worked with survivor testimonies in the second year of our growing Junior Intern program.

## IWitness Video Challenge Winners

Supported by Ford Motor Co. and Discovery Education, over 1,000 students participated with 76 completed submissions.

The winners—a trio of eighth-graders from New Jersey—created a poetry group to express their hardships and build an inclusive community.





## Educator Professional Development

The Institute's primary professional development initiatives – the Master Teachers program, ITeach seminars, and IWitness Educator workshops – prepare educators to work with testimony in their local teaching environments, from cities and towns in the United States to locations in Western, Central and Eastern Europe, as well as in Africa. More than 6,000 teachers participated in our professional development programs this year.

### Master Teachers

The Master Teacher program incorporates workshops, mentoring and lesson development for a weeklong, deep exploration of teaching with testimony, including how to search for and utilize testimonies from the Visual History Archive, as well as digital learning tools such as IWitness.



**Hungary:** More than 40 teachers from Hungary and adjacent regions gathered to discuss testimony-based lessons in preparation for building activities for their students.



**Poland:** Addressing topical issues like the current refugee crisis and racial discrimination in Poland, teachers discussed ways to enhance their projects by integrating current conflicts with testimony.

### ITeach Seminars

ITeach seminars enable educators to develop skills in teaching with testimony and digital literacy, and are offered in the United States, Rwanda, Hungary, Poland, Czech Republic and Ukraine, with plans for additional locations underway.

### IWitness Educator Workshops

Among our most successful programs from Detroit and Pittsburgh to Prague and Kigali, IWitness Educator workshops introduce users to IWitness, to prepare teachers to work with the website and develop learning experiences tailored to their classrooms.





## Echoes and Reflections

A premiere Holocaust education curriculum offered by the Institute in partnership with ADL and Yad Vashem, Echoes and Reflections continues to shape the field. Professional development workshops, a new online program to train teachers, and new activities helps create a dynamic learning experience for educators which they share with students.

**31,646**  
Educators Trained  
Since 2005

**1,462**  
New Schools  
Reached FY15

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*“I think if you allow it to, Echoes and Reflections will change your life... It will give you a whole different perspective on understanding the Holocaust.”*

Jason Hensley, Principal at Christadelphian Heritage School in Simi Valley, CA.

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## Evaluation

Monitoring and evaluation measures the effectiveness of our programs. Several reports were published this year which provide evidence that testimony-based education leads to positive outcomes in learning in accordance with our theory of change.

### IWitness Pilot Program

**Number of Students: 387**

**Location: United States and Rwanda**

**Timeframe: 2013-15**

*“The impact it made on me was seeing how people react to other people. I think this program will really influence me to think about how I act and what I say to people that are not like me or other people with different backgrounds.”*

5th Grade Student in Chicago

A large majority of students surveyed demonstrated that they had benefitted from working in IWitness, and we learned that testimony-based learning experiences instill an increased knowledge of history and feeling of community. The largest gains for both Rwandan and U.S. students are students’ ability to problem solve, academic ability, and interest in civic engagement.





## **IWitness Longitudinal Urban Case Study**

**Number of Students: 22**

**Location: Chicago**

**Timeframe: 2016**

A case study follow-up in an urban environment with middle-school students revealed that students who view testimony personally connect to survivor stories and retain the content over time.

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*“I’m not the type of person to help out a lot, but listening to the testimony, it might change my point of view on that.”*

7th Grade Male student in Chicago

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## New Dimensions in Testimony

New Dimensions in Testimony (NDT) is an initiative to record and display question and response technology and testimony in a way that will preserve the dialogue between Holocaust survivors and learners far into the future. The evaluation team conducted research in classrooms, museums, and at the Sheffield Documentary Festival, and produced two reports on student and museum audience testing.

### Student Audiences

**Number of Students: 54**

**Locations: Los Angeles, Chicago**

**Timeframe: 2015**

### Museum Audiences

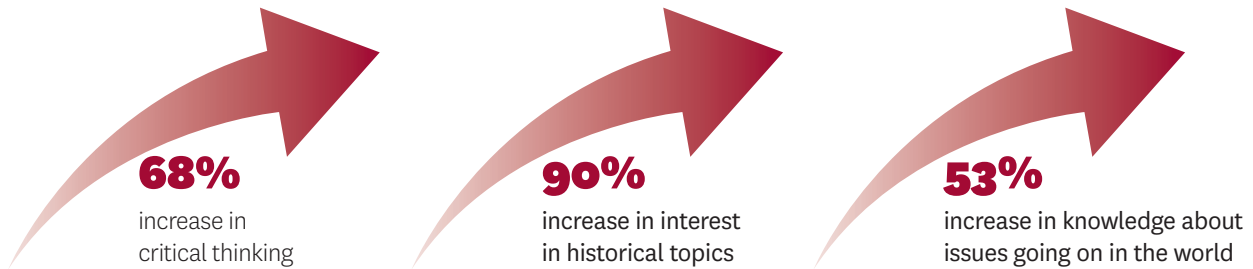
**Number of Students/Audiences:**

**Museum Audiences 231; Docents 15;**

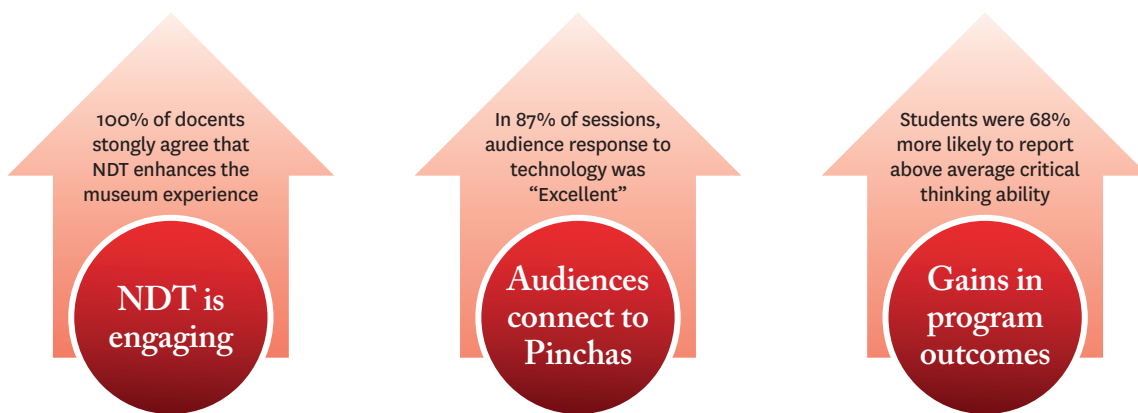
**Location: Illinois**

**Timeframe: 2015-2016**

NDT is seen as an effective tool to communicate and to educate students on the Holocaust. The technology allows for students to be intimate and spontaneous, which shows that students and audiences ask more questions in part because they feel comfortable and open. Student outcomes include:



Across all audiences, we observed positive impact gains:



*“Pinchas embraces us in his story...which must be told. The technology creates the persona of the survivor actually being there. His stories are wonderfully sensitive and compelling...”*

Museum docent

*global outreach*

**Record Reach**

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*Increase since 2013*

Eyes on Testimony **16M**



Facebook Followers  
Twitter Followers  
YouTube Subscribers } **30,000**



**Communications Team**

- |                      |                                  |
|----------------------|----------------------------------|
| Anne Marie Stein     | Director of Communications       |
| Josh Grossberg       | Publicist                        |
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*global outreach*



# Global Outreach

## Moving the Message

By highlighting and creating innovative storytelling experiences, audiences are more actively engaged than ever before in the work of the Institute. More than 16 million people were exposed to our work – our most penetrating annual reach yet. As we move toward the Institute’s 25th anniversary, we continue to focus on the impact of our programs, and to refine and use our earned, shared, and owned media channels to expose, educate, and create change through testimony-based experiences and programs.



*Participants observe testimony at the memorial site “Shoes on the Danube Bank” as part of the Institute’s interactive educational resource IWalks in Budapest, Hungary.*



## Website Updates

Fresh ad banners at the top of our website provide quick links for users to find key stories.



## Search and Share

New Insta-Tweet functionality enables quick sharing of website content for social media, while improved search filtering and a new interactive timeline connects users with content of interest.



Our new Interactive Timeline provides another way to explore the story of the Institute.

## Website Features

Daily stories about our impact, profiles of students, teachers, researchers and others, and new clips of testimony continue to draw increasing traffic to our website, and special features create surges of user engagement.

### Closer Look Videos

Featuring in-depth interviews with staff and other experts, this new video series explores cutting-edge work, such as the Armenian genocide collection indexing, translation and subtitling efforts of Program Administrator Manuk Avedikyan.



Program Administrator for the Armenian Genocide Collection Manuk Avedikyan describes the intricate process of translating and subtitling the Armenian genocide collection.

### Auschwitz: The Past is Present – One Year Later

As part of the yearlong series of follow up stories about our Auschwitz: The Past is Present program, students, teachers, survivors and mission participants reflected on the anniversary, describing how the program continues to influence their work.

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*“One of my favorite things about teaching with testimony is that students can learn more about a person than just their Holocaust experience; they learn about their childhood, their family, their fears, their dreams, their trials, their victories. Students learn about their humanity.”*

Jeannie Woods, APiP Discovery Education Teacher

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Students, teachers, survivors and mission participants reflected on the one-year anniversary of our Auschwitz: The Past is Present program, describing how the experience continues to influence their work and life.

## Social Media Milestones

Ongoing campaigns such as #BeginsWithMe and new initiatives increased our social media user base by 173% since 2013. Continuing to experiment with live video, we broadcasted the discussion of UNESCO Director-General Irina Bokova on February 8, 2016 on the Periscope app. Simultaneously during the Periscope broadcast we live-Tweeted the talk with #UNESCOTalk. The official UNESCO Twitter account followed and engaged with USC Shoah Foundation and retweeted nearly all the content which led to outstanding stats for the day.



Social Media Campaign Giving Tuesday



#UNESCOTalk 46,900 Impressions



Social Media Campaign New Blog Series

## Testimony in Social Media

Clips of video testimony continues to be among the most popular content on USC Shoah Foundation's Facebook page. For Women's History Month in March we shared a clip from the testimony of Armenian Genocide survivor Aurora Mardigian, the most viewed video on our Facebook page to date.



32,210 views 925 shares 500+ likes

## Social Media Accounts

Connect, engage and share how testimony inspires you.



**USC Shoah Foundation on Facebook**  
Explore the depth and breadth of USC Shoah Foundation.



**USC Shoah Foundation on Instagram**  
Go behind the scenes of the Institute and discover the stories of the individuals behind the Visual History Archive.



**USC Shoah Foundation on YouTube**  
Engage with testimony from the Visual History Archive.



**@USCShoahFdn on Twitter**  
The latest news and updates of USC Shoah Foundation's work around the world.



**@USCIWitness on Twitter**  
Follow USC Shoah Foundation's educational platform IWitness on Twitter for insights, tips, professional development opportunities, and connect with fellow educators.



**USC Shoah Foundation on LinkedIn**  
Add USC Shoah Foundation to your network.



**Blog: Through Testimony**  
The journal of the Institute – staff, educators, researchers, students and supporters share how they are inspired through testimony.

## Public Relations

Major media outlets around the world covered the work of the Institute in print and online. Several milestone announcements stood out, such as the The Hollywood Reporter cover story, highlighting 11 survivors from the Visual History Archive in their year-end, double issue December 25, 2015.



## Media Production

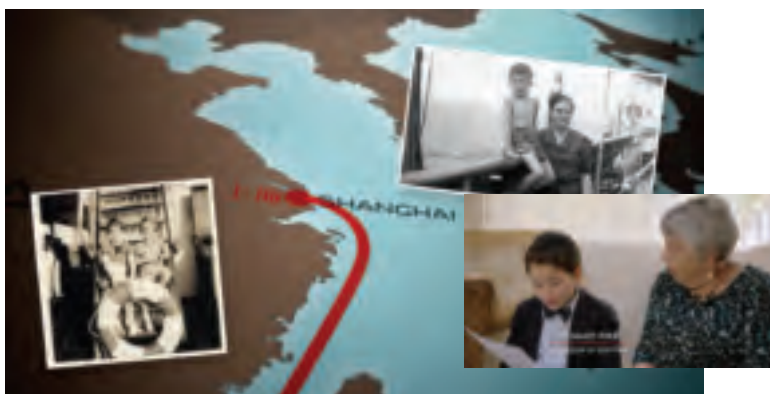


### USC Shoah Foundation Anthem

The newly created USC Shoah Foundation Anthem, a Public Service Announcement, was prepared for broadcast July-August 2016 as part of our five-year partnership with Comcast Corporation. A new lineup of short documentary films and full-length testimonies will be presented in Fall 2016 as part of the partnership.

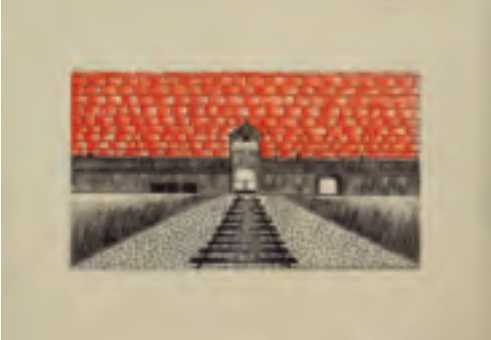
### Two Sides of Survival

A feature documentary now in post-production, which previewed at the USC Global Conference in China in 2015, “Two Sides of Survival” offers viewers a chance to experience the gripping and inspiring firsthand stories of survivors of the 1937 Nanjing Massacre and those who fled Nazi Europe to safety in the Jewish Ghetto in Shanghai. These are different histories and different lives: East and West, European and Chinese, but one pain, and one humanity. Plans for distribution are underway.



# END NOTE

Hungarian students created artwork inspired by testimony in a classroom program organized by Andrea Szönyi, USC Shoah Foundation's international training consultant based in Budapest.





*“History constantly repeats itself, and it’s necessary to remind people with real film, with real survivors—with people who went through this horrible tragedy.”*

George Schaeffer,  
Supporter of programs in Central and Eastern  
Europe for 10+ years



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