

USC Shoah Foundation

The Institute for Visual History and Education



Annual **IMPACT** Report 2014

Thank You

“ *When I began interning with USC Shoah Foundation nearly four years ago, I had no idea that I would become so passionate — so engrossed with the power and potential of archival preservation. Had it not been for the Institute, I would not be embarking on a life-long journey as a writer and researcher in genocide studies, an aspiring academic who now seeks to create and develop my own visual history archive. Thank you to every donor for all of your support, and I hope you will continue to support the mission of the Institute and continue to instill in my peers and colleagues this profound humanitarian spirit I carry with me today.* **”**

ORLI ROBIN

USC Senior, Creative Writing Major

Double Minor in Resistance to Genocide and Judaic Studies

Co-Founder and Former President of
USC Shoah Foundation Student Association

USC Shoah Foundation

The Institute for Visual History and Education



November 2014

Dear Friends,

Our 20th anniversary year continues to be one of remarkable growth and achievement, thanks to you, the community of supporters who propel us forward.

In the pages of this update, we gratefully share some highlights from the past year: expanding the influence of our values-based education programs; establishing a new Center for Advanced Genocide Research; studying the role of testimony in building social cohesion in Rwanda; combating anti-Semitism in France; and many more activities that have been fueled by donors with a purpose that dovetailed with ours.

Testimony reached twice as many people during the past year compared to the prior year. Thank you for helping give the witnesses a voice in the world.

Our task remains as urgent as ever: Incidents of violent hatred are rising globally. Headlines continue to spotlight racial, ethnic and sectarian conflicts. There are tremendous challenges ahead that we will rise to meet with the continued leadership of our supportive community.

We hope you share our pride in the accomplishments of the past year, and our passion for the work ahead as we strive toward changing the world through testimony.

Sincerely,

STEPHEN D. SMITH

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

ROBERT J. KATZ

*Chair, USC Shoah Foundation
Board of Councilors*

STEPHEN A. COZEN

*Chair, USC Shoah Foundation Initiative
Member, Board of Councilors*

Changing the World Through Testimony

107,723

hours of video testimony indexed and searchable to the minute

62,000

keywords

1.3 million

names

53,583 testimonies

61 countries

39 languages

FACTS

3.4 million

PEOPLE WHO VIEW TESTIMONIES PER YEAR

39,000 educators

NUMBER OF EDUCATORS WORLDWIDE
INCORPORATING TESTIMONY INTO
CLASSROOM LESSONS



TESTIMONIES AVERAGE OVER TWO HOURS
IN LENGTH, INCLUDING PERSONAL
HISTORY BEFORE, DURING, AND AFTER
FIRSTHAND EXPERIENCE WITH GENOCIDE.

445

courses based on the Visual History Archive (VHA)
have been taught at universities on four continents

*More than 200 educators have participated in advanced training
and the Teaching with Testimony in the 21st Century programs
in the U.S., Ukraine, Czech Republic, Hungary, and Poland.*

The Visual History Archive

50

partner institutions with access to the entire VHA

921,014

students reached worldwide

Smaller collections of testimony from the VHA are available at 199 sites in 33 countries, and online, including the full data for the complete collection at vhaonline.usc.edu

279,867 students

NUMBER OF STUDENTS REACHED
VIA EDUCATIONAL OUTREACH
PER YEAR

400 testimonies

FROM SURVIVORS AND WITNESSES OF THE ARMENIAN GENOCIDE BEING INDEXED
AND WILL BEGIN TO BE INTEGRATED INTO THE VISUAL HISTORY ARCHIVE BY THE
100TH ANNIVERSARY OF THE ARMENIAN GENOCIDE IN APRIL 2015

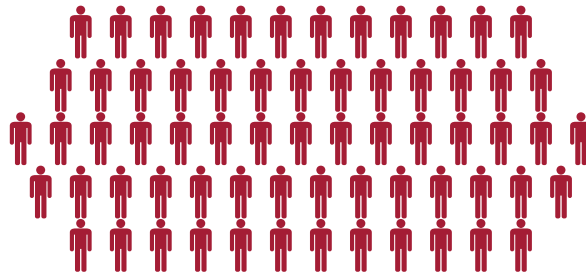
12

testimonies from witnesses of
the 1937 Nanjing Massacre



66

testimonies from witnesses
of the Rwandan Genocide
Against the Tutsi



Milestones

■ Education
 ■ Academic
 ■ Community
 ■ Advancement

06/17/2013

Swedish International Development Agency Funds \$6.8 Million Peace-building Program in Rwanda

10/03/2013

George Clooney Honored at New York Ambassadors for Humanity Gala



10/14-21/2013

Mission to Hungary and Poland

11/01/2013

Rwanda Hosts Its First-Ever IWitness Teacher Training



12/03/2013

Pennsylvania: IWitness Community Event at Main Line Reform Temple

01/27/2014

Steven Spielberg addresses UN for International Holocaust Memorial Ceremony

02/12/2014

Rwandan President Paul Kagame Visits the Institute



03/06/2014

Hungary: ITeach Educator Seminar Launches

03/19/2014

Associated Press "Big Story" Published covering 20th Anniversary of USC Shoah Foundation

03/24/2014

Memories of the Forgotten Holocaust Lecture by Institute Fellow Douglas Greenberg

04/01/2014

Ukrainian Human Rights Teacher's Guide Posts Online

2013

10/03/2013

Stephen D. Smith Named UNESCO Chair on Genocide Education

09/05/2013

Rwandan Testimonies Added to IWitness

07/16-17/2013

Board of Councilors Retreat

05/16/2013

Next Generation Council Established

11/07/2013

Scholars Yehuda Bauer and Xu Xin Lecture at USC

10/09/2013

China: USC Shoah Foundation Presents at Association of Holocaust Organizations Conference

2014

02/20/2014

Rape as a Weapon of War: Conversation with Zainab Hawa Bangura, UN Special Representative on Sexual Violence in Conflict

01/29/2014

UNESCO Paris Headquarters exhibits *Journeys Through the Holocaust*

01/06/2014

IWitness Goes Live on iPads and Tablets

04/01/2014

USC Genocide Awareness Month launched by USC Shoah Foundation Student Association

03/25/2014

Testimony: The Legacy of Schindler's List and USC Shoah Foundation Book Release

03/06/2014

Student Voices Film Contest 4th Annual Screening and Award Ceremony

04/01-08/2014

Mission to Rwanda



04/08-05/25/2014

Days of Remembrance: PastFORWARD Broadcast via Comcast Corporation

04/21/2014

Armenian Film Foundation Delivers Digitized Testimony Collection

04/24/2014

Armenian Genocide Commemoration at USC: Keynote by Stephen Smith



05/07/2014

President Barack Obama Honored at Los Angeles Ambassadors for Humanity Gala

05/09/2014

Steven Spielberg Dedicates Founder's Circle Plaque

05/09/2014

Mohammed Dajani Yom HaShoah Scholar-in-Residence Lecture

06/07/2014

Crimean Teachers Attend USC Shoah Foundation Oral History and Human Rights Seminar in Kyiv

06/25/2014

\$5 Million Gift From Andrew and Erna Viterbi Endows USC Shoah Foundation Executive Director Chair



08/21/2014

IWitness completes beta with enhanced functionality

04/24/2014

Blavatnik Archive Exhibit Opens at USC: Lives of the Great Patriotic War

04/14/2014

Philadelphia High School Student Ruth Hernandez Wins IWitness Video Challenge

04/04/2014

Czech Republic: IWalks Educational Walking Tour With Testimony Launches in Prague

05/05/2014

Today Show airs Steven Spielberg interview by Maria Shriver

05/02/2014

USA WEEKEND Cover Story on 20th Anniversary of USC Shoah Foundation

04/25/2014

Center for Advanced Genocide Research Announcement and Launch

06/26/2014

Echoes and Reflections Debuts New Website and Teacher's Guide

06/11/2014

End Sexual Violence in Conflict UK Global Summit

06/01-07/2014

Guatemala Research Trip on 1981-1983 Genocide

05/21/2014

UNESCO Publishes Article on IWitness's Effect on Students

08/27/2014

New Dimensions in Testimony Pilot Filming Completed

Improving International Understanding



Diane Wohl and her husband, Howard, have supported USC Shoah Foundation since before it became part of the university. They appreciate how the Institute brings people together and, as Diane puts it, “can slice out all the propoganda and hate with its visual testimonies.”

Their gifts through the Diane and Howard Wohl Family Foundation include recent funding for Teaching with Testimony:

Testimony-based Education in France. The Teaching with Testimony programs are used throughout Europe to train educators in fully utilizing the Visual History Archive in their classrooms, including testimonies from the students’ own regions and in their own languages.

The couple also remains actively involved as leaders and supporters of numerous Jewish nonprofits.

Diane Wohl first learned about the Holocaust when she was 10 years old and her mother told her about Anne Frank.

“It was only later in life that I really felt more connected to the Holocaust,” she says. “I wanted to help educate people, to help them understand that the Holocaust was a horrific act that happened to the Jews, but that it also affected 11

million people who were murdered for no other reason than the Nazis didn’t like them.”

The Wohls are confident that USC Shoah Foundation can make a difference at home and abroad.

“This work is vitally important. The Institute knows how to speak to people through education,” she says.

“The testimonies can chip away at misconceptions and anti-Semitism and really make a difference in people’s thinking. The Institute can also be an important advocate for justice, for all people, for anybody who fights for religious freedom and freedom of any sort, to be able to live a fulfilling life.”

DIANE WOHL

IWitness Transforms Young Minds

All around the world, IWitness is proving a powerful motivator in increasing empathy, responsibility and action in young people.

Now used in all 50 states and a total of 58 countries, IWitness was developed by USC Shoah Foundation to connect secondary school students with the Visual History Archive of testimonies.

In the United States, the program has had great impact on students and teachers from coast to coast.

When Ruth Hernandez, a student at Esperanza Academy Charter High School in Philadelphia worked with IWitness, she resonated with Holocaust survivors whose families were torn apart as they were forced to leave their homes. Her own father had to leave his home in El Salvador amid a full-fledged civil war.

In the IWitness video she made *Voices of Our Journey*, Ruth features her father, and she speaks in Spanish and English about

taking a stand to fight against discrimination.

The IWitness program inspired Hernandez to take action. She participated in a peaceful protest for immigration reform in Philadelphia. Protest footage is included in her video along with the testimony of Holocaust survivor Leo Fettman talking about how he and his family had 10 minutes to leave their homes for the ghetto.

Hernandez’s exemplary video won the 2013 IWitness Video Challenge.

“It feels great to help people with their battles while learning from their experiences.”

In San Diego County, Michelle Sadrena Clark, 11th grade teacher at High Tech High North County and regional consultant for the Institute’s Southern California region, got her students involved

in IWitness. The projects highlighted issues from women’s rights to racial profiling. One student focused on children of Holocaust survivors who were without parents and eventually adopted. The student also had been adopted, making the learning experience deeply personal.

Michelle explains, “IWitness has become an invaluable teaching tool to help students better understand the consequences of their own actions and to have them understand the profound impact their words and actions have on the lives of other people.”



San Diego Friends

Through the work of USC Shoah Foundation San Diego Friends and leadership of co-chairs Erna Viterbi and Phyllis Epstein, a dynamic and vibrant committee has been recruited. The purpose of the group is to introduce educational resources developed by the Institute to schools, educators and students throughout San Diego County. In particular, the committee members are introducing IWitness, the educational website developed by USC Shoah Foundation which brings over 1,300 testimonies to secondary school teachers and students via multimedia learning activities.

“I am excited to see more teachers in the San Diego area utilize this curriculum. I facilitated a training at E3 Civic High School and the teachers were impressed with IWitness as a teaching tool. At the end of the session, they asked when I could come back and give them further training!”

MICHELLE SADRENA CLARK

Teacher, High Tech High School
USC Shoah Foundation
Regional Consultant, San Diego

For further information on introducing IWitness to educators in your local community, please contact Melissa Saragosti at 213-740-3468 or saragost@dornsife.usc.edu.

IWitness

IWitness, an award-winning educational website developed by the Institute for middle and high school teachers, brings testimonies from the Visual History Archive to students via engaging multimedia learning activities across a number of disciplines.

1,390
testimonies in IWitness

REGISTERED USERS

6,006
educators

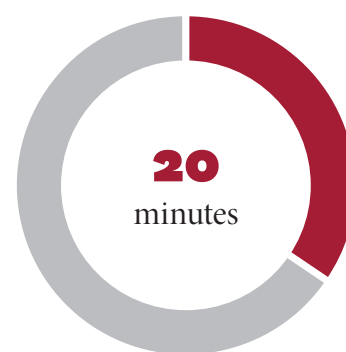
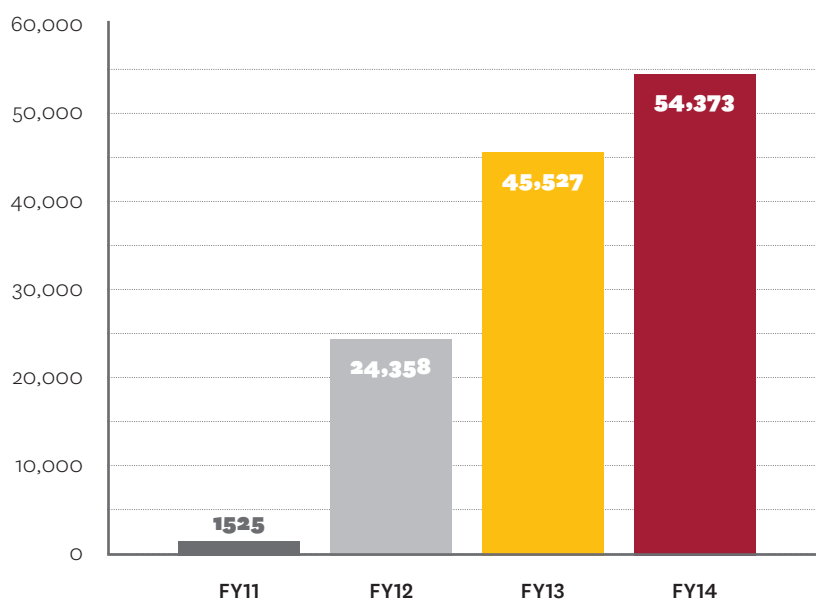


21,600
students

FACTS

273,552	691	105	58
CUMULATIVE VISITS (2011-PRESENT)	STUDENT GROUPS PARTICIPATING ON IWITNESS	ACTIVITIES AUTHORED USING IWITNESS ACTIVITY BUILDER	COUNTRIES WHERE IWITNESS IS USED

UNIQUE VISITORS BY YEAR



AVERAGE TIME VISITORS SPEND ON SITE

Translating Research to the Public Arena

Douglas and Margee Greenberg may have ended their day-to-day involvement with USC Shoah Foundation when he stepped down as executive director in 2008, but they remain deeply committed supporters and benefactors. Their latest gift established the Margee and Douglas Greenberg Research Fellowship, an endowed fund providing permanent support for outstanding Ph.D. candidates advancing testimony-based research.

Doug Greenberg oversaw the Institute's move to USC, a task he calls "the hardest and the best thing" he did during his eight-year tenure before leaving to become Distinguished Professor of History and Executive Dean of the School of Arts and Sciences at Rutgers

University, his alma mater.

"One of the key reasons for creating the fellowship is the fact that the Institute is now based at a research university," explains Margee. "We wanted to support the academic side of the Institute's work in a more robust way."

The Institute's educational mission is something they both care passionately about. He has focused much of his illustrious career on translating scholarly research for use in schools and the public arena. Her background includes experience in public secondary education.

"Our principal objective is that the Visual History Archive become a truly worldwide resource for scholarship," Doug says.

"The practice of historical scholarship is being transformed by the use of visual images, especially moving images. The USC Shoah Foundation archive is actually precedent-setting at that level as well."

DOUG GREENBERG

The couple's endowed gift will ensure a consistent funding stream is forever available to further scholarly research at USC Shoah Foundation for generations to come.

The Greenbergs consider their ongoing support an inadequate expression of what the Institute means to them. "It's a debt we can never fully repay," Doug concludes.



Shared Experiences

Although they did not meet until years later in New York, both Ulrika Citron and her husband, Joel, were born in Sweden, the children of survivors of the Holocaust.

"His story is very different from mine," she says. "We're all unique stories." Her paternal grandparents were killed, and her father survived in hiding as a child in the Netherlands before later emigrating to Sweden. Joel's parents lived through Auschwitz-Birkenau after being deported from Hungary at the ages of 12 and 13.

In addition to being children of survivors, the Citrons share a passion for supporting USC Shoah Foundation. Joel is the Vice Chair of USC Shoah Foundation Initiative and sits on the Institute's Board of Councilors while Ulrika serves on the Next Generation Council.

Earlier this year, Ulrika traveled to Rwanda as part of an Institute delegation to commemorate the 1994 genocide, in which nearly a million people were slaughtered in just 100 days. The delegation also experienced Institute programs aimed at building peace and reconciliation in a population still divided and scarred by those events.

"Hatred and dehumanization are all around us," says Ulrika. Still, she finds hope in the connections made across cultural and linguistic barriers. "It was striking to see Rwandan students learn from Holocaust survivors' testimonies." She also witnessed the Rwandans' interaction with a 92-year-old Austrian Holocaust survivor who was on the mission. They embraced each other in instant friendship forged through the shared language of survival.



"USC Shoah Foundation is not a museum. It's about the future, and about education for everybody — because this experience is not limited to

the Jewish people. Genocide can happen to any people at any time. The only way to stop this in the future is to educate everyone about the past."

Sharing Testimony Across Continents



The ACE Charitable Foundation has been a generous long-term supporter of the Institute's work in Rwanda. Previously, the Foundation provided multi-year support for the Institute's work with local partners Aegis Trust and the Kigali Genocide Memorial Center (KGMC) to explore the use of testimony as a

learning tool to broaden the understanding of the lasting impacts of genocide and to motivate social change. With ACE's support, the partners preserved and indexed a collection of testimonies from eyewitnesses and survivors of the 1994 Rwandan Genocide Against the Tutsi. Working in Rwanda, the partners built local capacity for the development and growth of KGMC's archive of testimonies and artifacts documenting the genocide. Today, a collection of 66 Rwandan testimonies are also part of the Visual History Archive (VHA), and the Institute is committed to using them in a range of

digital educational activities.

The ACE Charitable Foundation recently awarded a new three-year grant to incorporate Rwandan testimonies into IWitness, the Institute's educational website that enables teachers and students to interact with more than 1,300 testimonies from the VHA. The grant advances the development of an English-language learning activity that can be accessed by American and Rwandan students, and IWitness users around the world. In April 2014, the Institute launched an IWitness activity in honor of the 20th commemoration

of the genocide focusing on the experiences of a survivor named Kizito. In a collaborative project, the Institute and classrooms in New Jersey and Rwanda will complete the activity together, sharing their insights and learning from one another.

The ACE Charitable Foundation's support is allowing the Institute to share these stories across continents to help build a more peaceful world.



Testimonies from the 1937 Nanjing Massacre, the Holocaust, and other acts of mass violence can be highly effective in inspiring students to oppose intolerance. They are powerful tools that people with diverse backgrounds can use to better understand history and learn from past mistakes.

"All human beings belong to one another. People need to learn from atrocities such as the Holocaust, the Nanjing Massacre, and other horrific acts of brutality. USC Shoah Foundation's work is vitally important and very worthy of global support."

CECILIA CHAN

*Managing Director of Octonovem,
USC Shoah Foundation
Next Generation Council Member*

Supporting Awareness and Action

Carolann S. Najarian, M.D., was drawn to USC Shoah Foundation through her involvement with the Armenian Film Foundation (AFF). When she learned that the AFF's 400 filmed interviews of Armenian Genocide survivors would be added to the Institute's archives, she and her husband, K. George Najarian, made a generous gift to support the effort.

"Now our survivors' stories can be accessed and used for research, and their stories will be heard," says Carolann. "The Armenian people as a whole should be very excited about this."

Her father, Avedis Abrahamian, survived the Armenian Genocide but lost dozens of family members. He was 9 years old in 1915 and after journeying for 6 years, arrived in the United States at age 15. Throughout his life he remained keenly aware and outspoken about issues of injustice around the world and in his new country, having experienced it firsthand in his former homeland.

Carolann, inspired by her father's ideals, became a dedicated

physician, working extensively on human rights issues, and assisting the Armenian people — including spearheading a significant medical relief effort after an earthquake destroyed most of northern Armenia in 1988.

"The specifics of genocide need to be constantly kept in the forefront of the public's eye, especially our American public," she says. "They may know a little bit more about the Holocaust than they know about the Armenian Genocide or the Khmer Rouge in Cambodia, but many people don't know the specifics — and they don't realize how history can be repeated."

**"We are one world.
To eradicate any ethnic group
is to diminish the overall
mosaic of humanity."**

USC Shoah Foundation expects to have an initial set of Armenian testimonies integrated into the Visual History Archive by April 2015, the 100th anniversary of the Armenian Genocide.



20th Anniversary
Ambassadors for
Humanity Galas

HONORING

George Clooney

New York City • October 3, 2013



From left to right: **A** Tamar Mashigian, Joanee Hagopian, Toni Hagopian, and Sandra and Paul Kalemkiarian **B** George Clooney and Steven Spielberg **C** USC President C. L. Max Nikias, Robert J. Katz, Niki C. Nikias, George Clooney, Steven Spielberg, and Stephen D. Smith **D** Gabriel Erem, Daniel Erem and Alex Blavatnik **E** Lily Safra and Daisy Miller **F** Mark Rounbehler, Nancy Rounbehler, Steven Spielberg, Steve Cozen, Lori Rosenberg, George Clooney, Sandy Cozen, Cathi Snyder, Sheri Resnik, and Ken Resnik **G** Jim and Andrea Gordon, and Ann and Andrew Tisch **H** Leon and Leesa Wagner **I** Rebecca Stern, Jason Stern, Sarah Miller, and Larry Stern **J** Dr. Samuel and Gail Suede, and Kathy and Richard Leventhal **K** Trudy Gottesman, Miriam Esterkis, and Judy and Steve Elbaum **L** Sumreen Meer, Austin Cordero, Steven Spielberg, Farhan Chowdhury, George Clooney, Brandon Eng, and Hope Harris

HONORING

President Barack Obama

Los Angeles • May 7, 2014



M Liam Neeson, Steven Spielberg, Phil Rosenthal, Lily Rosenthal, Conan O'Brien, and USC Dornsife Dean Steve Kay **N** Kim Kardashian, Maggie Mangasarian-Goshin, Talin Bahadarian, Yevnigue Salibian, Derik Ghookasian, Carla Garapedian, and Gerald Papazian **O** Steven Spielberg and President Barack Obama **P** Steven Spielberg, Niki C. Nikias and USC President C. L. Max Nikias **Q** Octavia Spencer, Samuel L. Jackson and Judge Judy Sheindlin **R** President Barack Obama and Celina Biniaz **S** Carly Lynch, Michelle Clark, Jordan Garcia, Jessica Boensch, Lisa Valtierra, President Barack Obama, Erik Salazar, Karen Barragan, Trey Lewis, Grady Gummer, and Gage Gamboa **T** Dr. Sheri Feldman, Dr. Marilyn Jacobs, Dr. Lisa Feintech, Dr. Michael Sopher, Dr. Debra Vilinsky, Dylan Resnik, and Sam Schneider **U** Susan Crown, Nicholas Kunkler, Renée Crown, and Steve Robinson and Janet Crown **V** Robert and Susan Greenberg, Lori Greenberg, Patricia Marquis, Michael Greenberg, Tiffany Mesko, Jeff Greenberg, Jerry Burridge, and Jennifer and Matt Messer **W** Marvin Caesar, Zachary Zalben, Stanley Black, Jill Black, Torie Zalben, Jack Black, and Janis Black Warner and Doug Warner **X** Galina Samuel and Irina Schaeffer

Dynamic New Vision for the Visual History Archive



Lee Liberman has been a stalwart supporter of USC Shoah Foundation since 1999 and a member of the Board of Councilors since 2007. A resident of Melbourne, Australia, Lee is a dedicated philanthropist with charitable interests that extend to Israel, the United States and Africa. She has long been personally invested in the Visual History Archive (VHA) and was instrumental in establishing a VHA access site at Monash University in Melbourne.

Lee has supported the indexing of 400 Australian Holocaust survivor testimonies, as well as the Institute's testimony-based education programs in both the U.S. and Australia. Testimony is at

the heart of the Institute's mission and the VHA is the foundation for every program the Institute offers.

“In teaching with testimony, USC Shoah Foundation crystallizes the simple lessons of humanity; what it means to be moral and responsible citizens of the world.”

She is now turning her attention to the Visual History Archive Program and is making a major investment that will allow the Institute to rebuild the archive's infrastructure with new interfaces to provide better, broader and more seamless access to the testimonies. The grant will also support the development of new functionalities

to encourage the growth of USC Shoah Foundation's educational and scholarly networks. The VHA platform will build global thought-sharing, scholarship and interdisciplinary academic cooperation. An engaged international audience will ensure that the VHA is a living, growing entity that helps people make meaningful connections. With Lee's support, the VHA will become a dynamic self-perpetuating digital facility supporting a diverse worldwide community invested in responsible civil engagement.

Independence 

A Moral Imperative

“Chronicling the moving and powerful stories of the Holocaust is a moral imperative for all, regardless of religious faith and background”, said Dan Hilferty, president and CEO of Independence Blue Cross (IBC).

Hilferty himself is Catholic and his faith is deeply important to him.

“Two of the many shared values of the Catholic and Jewish traditions are that of the importance of education and service to one's community,” Hilferty said, explaining why the health insurer based in Philadelphia has been a loyal supporter of USC Shoah Foundation.

During the Days of Remembrance commemoration this year, Independence Blue Cross supported *Days of Remembrance: PastFORWARD*, a suite of testimony-based programming brought to viewers by Comcast.

“USC Shoah Foundation's goal of educating about the Holocaust serves such an important role in ensuring that our world never sees such horrors again.”

IBC has been part of the community for more than 75 years, he said, adding, “We want our members to know that we'll be there for them when they need us, sometimes in the most difficult and trying times in their lives.”

Without the work of the Institute, thousands of survivor and witness stories would be lost forever, he said.

“I am so proud of our support of the Institute and to be a part of this incredibly important endeavor.”


COMCAST
NBCUNIVERSAL

Potential to Reach Millions

From April 8 - May 25, 2014, which coincides with National Days of Remembrance, 219,000 viewers throughout the United States watched *Days of Remembrance: PastFORWARD*, a suite of Institute-related content on Comcast's XFINITY On Demand.

This series, which brings audiences award-winning films, documentaries, full-length testimonies and curated videos will bring fresh Institute programming to Comcast audiences every spring for the next four years.

Vice President and Executive Director of the Comcast Foundation Bill Black said Comcast is committed to broadening the reach of important organizations and causes like USC Shoah Foundation.

“Through all of our programs and partnerships, our company works to make a positive difference in our communities, and equally important, to inspire others to do the same,” Black said.

Comcast is in a position to share the work of the Institute to a broad audience and is stepping up.

“At Comcast, we believe the stories of Holocaust and genocide survivors are critical to share. And our company has a unique opportunity to leverage technology and platforms to reach and educate millions of people about prejudice, intolerance and bigotry.”

Local Testimonies, Global Impact

The Koret Foundation in San Francisco awarded a major matching grant supporting a project that is a model for the preservation of Holocaust testimony around the world. The Institute partnered with the Jewish Family and Children's Services Holocaust Center to digitize and preserve the Center's videotaped Bay Area testimonies. The tapes, including discussions of Kindertransport and resistance groups, are irreplaceable.

"This project not only preserves local treasures, but makes the material available and accessible to scholars worldwide," said Koret Foundation CEO Jeff Farber. **"As the generation of Holocaust survivors and witnesses comes to pass, each of these recorded stories will be made available for future generations through the USC Shoah Foundation's efforts."**

The Koret Foundation's encouragement to engage other supporters will greatly benefit the Bay Area, where residents will be able to hear the personal stories of local Holocaust survivors and witnesses.

KORET
FOUNDATION

Connecting in a New Dimension

Hearing Holocaust survivors tell their stories in person is a powerful experience — and one that Next Generation Council member Louis Smith worried would soon be lost forever. So when he learned about New Dimensions in Testimony (NDT), a project of USC Shoah Foundation, he wanted to give to help realize its potential.

Created in partnership with the USC Institute for Creative Technologies, NDT uses 3D videotaping and advanced voice-recognition technology to create interactive representations of Holocaust survivors. The digital likenesses will be able to field questions in real time long after the survivors themselves are gone.

"It's a way to keep their memory and their experiences alive, in kind of a real way," says Smith.

Smith splits his time between California and Washington, D.C., where he works with the United States Holocaust Memorial Museum's First Person speakers' program. He's witnessed how hearing directly from survivors can engage an audience. By supporting USC Shoah Foundation through NDT, Louis hopes to preserve such opportunities.

His devotion to the project grew after seeing demonstrations of the technology. "I feel privileged to be a part of it. I thought maybe it would look a little artificial, but it doesn't. Keeping their experiences alive is so important."

The care taken with the Institute's existing collection of more than 53,000 witness testimonies gives Louis confidence NDT is in good hands.

"The quality of the interviews and the quality of the presentation, is second to none. And everyone connected with the Institute is so dedicated."

He hopes future generations will also appreciate the opportunity for real-time exposure to survivors and their stories. "I can't complain about anything when I listen to them. It puts everything in perspective."



Sharing Testimony through Innovative New Technology

pears
foundation

Pears Foundation, based in London, England, is generously supporting New Dimensions in Testimony (NDT). Developed in collaboration with the USC Institute for Creative Technologies and Conscience Display, and supported by a consortium of committed donors, NDT is pioneering technology that allows visitors to engage in dialogue with photo-real projected images of Holocaust survivors. "Our family foundation is proud to be supporting New Dimensions in Testimony," said Pears Foundation Executive Chair Trevor Pears CMG.

"This extraordinary and innovative project is at the cutting edge of technology and pedagogical thinking to preserve survivor testimonies for future generations."

Using the latest in advanced digital recording, including proprietary Light Stage technology, speech recognition, natural language understanding and dialogue management software, the partners are constructing a uniquely interactive approach to audiovisual testimony. The partners recently completed filming NDT's first interviewee, Pinchas Gutter, a Polish survivor who at age 10 lost his parents and twin sister to the Holocaust. The project's final result will be an educational exhibit that will allow viewers to hear Pinchas speak, pose their own questions, and

receive answers as if he were truly present. This innovation, made possible by Pears Foundation, will help ensure that the life stories of Holocaust survivors are continually shared with the public in new ways. Long after the last survivor has passed away, NDT will enable young people to ask their own questions and hear a survivor answer, as in a live conversation. This experience will encourage each viewer to reflect on the consequences of the Holocaust and celebrate and honor the survivors' lives and bravery to tell their stories, giving invaluable insight to future generations.

Connecting Generations



Susan Crown understands the importance of inspiring future generations to achieve extraordinary goals.

Her industrialist and philanthropist grandfather, Henry Crown, who founded Material Service, which merged with General Dynamics in 1959, inspired his son, Lester, who in turn, inspired Susan.

The Chairman of Owl Creek Partners LLP now seeks to herald USC Shoah Foundation's mission to the next generation. As chair of the Next Generation Council, she leads the effort to educate, inspire and engage the leaders of the future in support of the Institute's work.

"Each day that passes creates further distance between those who experienced the Holocaust

and those who view it as distant history," Susan explains. "It becomes ever-more important to connect generations by retelling the powerful stories contained in the Visual History Archive.

"The rising generation is extremely interested in this issue, its potential to teach, and its power to move people to action."

"Holocaust survivors and witnesses have demonstrated great courage by sharing their stories with the world," she continues.

"Now it is up to us to carry their messages forward. Second and third generations have a unique role to play. These sons and daughters, grandsons and

granddaughters can speak to this history — and the work of the Institute — in a uniquely personal and meaningful way. They can make a difference."

The Next Generation Council is hoping to connect with the children and grandchildren of those whose testimonies are part of the USC Shoah Foundation's Visual History Archive. To learn more, please contact Lucy Goodman at lg_604@usc.edu.

Ensuring Wider Reach

Andrew Intrater describes the events leading to his involvement with USC Shoah Foundation as "serendipitous." Andrew, who speaks Russian and Polish, was traveling to Ukraine with a friend whose parents were born there and were Holocaust survivors.

He did not know until the trip began that his friend, Mickey Shapiro, was a member of the Institute's Board of Councilors. Then Shapiro mentioned in passing that Executive Director Stephen Smith would cross paths with them during the trip.

That fortuitous meeting led to "a couple of days of very intense discussions." Even though he initially "had no intention of getting involved," he emerged from their conversations a firm believer in the Institute's work and in Smith's vision. "He was just really inspiring," Andrew recalls.

Not long afterward, he joined the Institute's Next Generation

Council, which promotes the organization's goals worldwide. Currently, Andrew serves as one of the Council's vice chairs and supports efforts to make the Institute's educational resources available to broader audiences via technology.

His company, Columbus Nova Technology Partners, invests in world-class information technology firms — emphasizes the importance of keeping memories of genocide alive so that history doesn't repeat itself.

"Time is your biggest enemy. As people get further and further from events of the Holocaust and Rwandan Genocide, they need to be educated. Memories are short."

Like many on the Council, he is the child of a Holocaust survivor. His father, aunt, and grandparents survived as an intact family — an unusual occurrence — by working as slave laborers in their hometown of Galicia in

western Ukraine. They later went into hiding in a farmhouse.

Andrew has traveled with the Institute to Poland and Hungary, witnessing firsthand the effectiveness of the Institute's mission and how it is embraced by educators and students.

"A lot of local folks in Eastern Europe, most of them non-Jews, are devoting their time and energy to help put these education and cultural programs together," he says. "We just have to make sure they're broadcast using the most modern communications technologies available to reach as many people as possible, particularly young people."

"When you put a human face on suffering, it's very powerful, and I think it sticks with people. We are all much more alike than we are different."



Endowing Leadership

Andrew and Erna Viterbi need no reminders of the Holocaust's horrors to realize the value of USC Shoah Foundation. "It's our life history, our life story," Andrew says.

His family fled persecution in northern Italy during World War II and, through a complex and difficult process, obtained visas to the United States. Erna's experience was also harrowing: She and her immediate family left their home in Sarajevo for the coastal area of Yugoslavia, where they were taken prisoner and deported to Italy. After the Armistice, as the German occupation of Northern Italy again placed their lives in mortal danger, they escaped over the mountains to Switzerland. Tragically, the majority of her relatives perished in concentration camps.

Because the Viterbis understand the importance of preserving testimonies for later generations,

they have long supported the Institute and its educational mission. Recently, they endowed the Andrew J. and Erna Finci Viterbi Executive Director Chair. Endowed funds are vital to ensuring the Institute's programs and long-term sustainability as they provide permanent sources of financial support.

This is crucial, notes Erna — who serves on the Board of Councilors — because the Institute's work extends beyond the Holocaust. "They're forging ahead, including other genocides and other people who have suffered, and helping document their stories," she says.

The couple, whose name also graces the USC Viterbi School of Engineering, is especially impressed with the Institute's use of technology to extract both subtleties and general trends from witness stories. The Viterbis



also appreciate how effectively the Institute's collection engages students.

"Exposing young people to this horrific period in history through these impactful first-hand reports is very important," Andrew says.

"It really gives them a chance to learn and hopefully helps them be

better people and make a better world for the future," she adds.

"This will have a big influence, I believe, on this generation and future generations."

ERNA VITERBI

How History Can Change the Future

Arthur Lev believes if young people can experience history directly rather than just reading about it in a book, they can change the world. That's why he and his wife Beth endowed an internship program at USC Shoah Foundation.

"There's a Jewish phrase, *tikkum olam* — to repair the world — that I view as an ongoing obligation,"

Exposing students to USC Shoah Foundation's Visual History Archive and giving them the opportunity to conduct research related to the Institute's work is one way he hopes to meet that obligation.

The Institute's potential to engage students not just in history but also in current events is important to him. "Genocides are still occurring today. I really hope the IWitness tool developed by USC Shoah Foundation becomes a catalyzing force for students to get involved."

Arthur, a cum laude graduate of USC who went on to Harvard Law School, is now head of the global Long-Only and Alternative Investment Partners businesses of Morgan Stanley Investment Management in New York. Even with his busy schedule, he serves on the Board of Councilors for the USC Dornsife College of Letters, Arts and Sciences and makes regular visits to campus.

On one such visit, Arthur plans to expose his three children to the Institute's vital work, which he wants to help spread around the world.

"The IWitness tool is something that should be available on a global basis," he says. "The hub is at USC, but the spokes are all over the world — whether at the elementary, high school, or university levels. You have kids looking at a testimony and saying 'That could have been me. I could have been in those shoes.' It's a very powerful way to create empathy and teach."



My Family's Lived Experience

Wendy Smith Meyer first learned about USC Shoah Foundation in 1996, when her parents, Alfred and Selma Benjamin, gave their testimony. She attended part of the interview, when her parents, who grew up in Nazi Germany, gave their first-person accounts of increasing Jewish persecution.

Her uncles, Owen and Edgar Hirsch, and aunt, Elise Le Hu, also gave testimony.

"The reach, horror and effects of the Holocaust have been real to me since childhood because they were a real part of my family's lived experience," Wendy said. "As a young person, I read everything I could about the Holocaust, in an attempt to understand how such things could have happened."

A clinical associate professor and associate dean at the USC School of Social Work, Wendy and her husband Barry Meyer, former chairman and CEO of Warner Bros., have been ardent supporters

of the Institute for more than a decade.

Barry has long been passionate about supporting Jewish causes. He was at the helm of Warner Bros. when the studio produced *Into the Arms of Strangers: Stories of the Kindertransport*, the Academy Award-winning documentary about a rescue operation that saved more than 10,000 Jewish children from capture during Nazi Germany.

"My husband's critical support of *Into the Arms* honored the sacrifices of families torn apart during these years in a way similar to USC Shoah Foundation's work," Wendy said. "He, too, feels a deep connection to the mission."

Together, the couple wants to help ensure that the Institute continues to educate present and future generations about the dangers of racism, nationalistic extremism and religious discrimination.



"The work of USC Shoah Foundation is precious. Its role in preserving a painful part of human history is as important as its role in making the future of all peoples more respectful and accepting of difference and variation."

WENDY SMITH MEYER

Shared Cross-Cultural Principles



Masako Togo Kasloff and her late husband Philip were drawn to USC Shoah Foundation after hearing the testimony of Dario Gabbai, who was forced to work as a Sonderkommando in the crematoria at Auschwitz during the Holocaust.

Dario shared details of what he witnessed before his liberation from Ebensee concentration camp in Austria when the war ended. He was at Auschwitz until it's evacuation in January 1945.

"Dario shared many tragic, heart-breaking stories with us," Masako recalled. "So painful to hear."

She learned more about this history through her husband's activities in the Jewish community and the couple's many trips to Israel. Founders of the Philip and Masako Togo Kasloff

Foundation, the Malibu couple vowed to help stop discrimination and intolerance through their work with the Institute.

After Philip's death in December 2006, Masako stayed involved.

"Any people, anywhere can fall victim to discrimination. It's my greatest hope that the work of USC Shoah Foundation will continue to provide the education our society needs to end all forms of discrimination."

The couple's foundation promotes cross-cultural understanding and education between America and Japan.

The Institute has the same educational and cross-cultural principles, she said, adding that

the Visual History Archive encourages students and all viewers to become better people.

"Tragically, many forms of discrimination and intolerance still exist today," Masako acknowledges. "There are young students who fall victim to bullying and bigotry. Through the work of USC Shoah Foundation and the sharing of testimonies, the hope is that young people will be inspired to care for the welfare of others and come to the realization that we all deserve to be treated with dignity and respect."

Keeping Memories Alive

Worried about conjuring bad memories, Ilse Delman was initially reluctant to share her story with USC Shoah Foundation. But after meeting with Institute staff, encouraged by her friend Anita Mayer, who had contributed her own testimony, and supported by her husband, Abner Delman, M.D., Ilse shared her memories. A decade later, she remains grateful that her story will live on through the archive.

The Delmans, who have been married for 41 years, became dedicated supporters after first learning about the Institute's work. The couple is committed to ensuring the Institute continues to thrive for generations to come.

"Increasingly, as the years go by,

certain segments of the population virtually deny that the Holocaust ever occurred," says Abner.

That is why they have included a major gift in their estate — a planned gift honoring the memory of Ilse's parents, Ernest and Erna Nathan.

The Nathans, including then 6-year-old Ilse, were forced from their hometown of Frankfurt, Germany, and fled to Tilburg, in the Netherlands in 1933. When the German's invaded the Netherlands in 1940, Ilse and her parents were forced to go into hiding. They stayed for a year with a Dutch family before having to go deeper into hiding — living in the upper portion of a barn for 18 months, supplied with food by

a German business associate of Ernest Nathan. In 1946, with the war over, the family moved to the United States.

"Besides combating different types of discrimination all over the world, the Institute provides education, and documents and records these experiences to help to keep the memory of the Holocaust alive. This work is a very worthwhile thing to help sustain, and that's why we decided to make a planned gift."

DR. ABNER DELMAN



Through their planned gift, the Delmans will leave their own legacy while helping secure the Institute's future.

Eradicating Dehumanization



Dr. Judy Alpert is the child of Holocaust survivors. Born in Hungary during the 1956 revolution, she and her parents escaped to the United States from Budapest when she was 10. Her husband, Dr. Mark Alpert, was born during World War II and is acutely aware that if he had been born where his grandparents fled the pogroms in the late 19th century, he would have not survived the Holocaust.

"We owe an unpayable debt to those who perished," said Mark, explaining why he and Judy give to USC Shoah Foundation annually.

"We want to do everything we can to honor their memory. And to remind future generations of the lost lives and contributions to humanity of those whose murders left all of us poorer as human beings."

DR. MARK ALPERT

Judy said the gathering and the preservation of testimony are profoundly important in educating future generations about history.

"And preventing historical revisionists from denying and distorting factual events," said Judy, a jazz vocalist, pianist, arranger, college professor, and published music researcher.

A USC alumnus and the Mark I. Foley's Professor in Retailing at The University of Texas at Austin, Mark said the Institute's testimonies can help students develop empathy, embrace tolerance and reject bullying, bigotry and racism.

"I visited Dachau [concentration camp] when I was 22, and I have had a hard time with racial jokes and stereotypes ever since," he said. "I realized that anything that permits us to think of others as less human, or less worthy, based on what we want to think of as our 'superiority' to those we deem

different, based on religion, race, gender, sexual orientation, and a host of other reasons for dehumanization, makes it all the easier to marginalize — or worse."

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“Young people, and even middle-aged people these days, do not know the history even of their own country, but certainly not of the world and what it went through for a horrendous period in the middle of the 20th century. Exposing them to the history is very important, especially through first-hand reports, which are the most impactful.”

ANDREW VITERBI

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“Research is like a pebble thrown into a pond. One scholar does some research, discovers something new, and then that becomes something that ripples outward to touch students at every level.”

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“The population is increasing so much that in order to keep ahead of the curve and keep this at the forefront of people’s thinking, there have to be really expansive and dynamic programs for education so we don’t look back 100 years from now and say, ‘Hey, we should have done this.’”

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**“A genocide is a genocide.
 We’re all people. It can happen
 to any people at any time. That’s
 why USC Shoah Foundation’s work
 is so compelling. To have these
 testimonies as a teaching tool,
 to preserve the memory and then
 share them throughout the world:
 That’s a big takeaway.”**

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“The phrase ‘a picture is worth a thousand words’ really does hold true. I witness is a very powerful way to create empathy and teach. If it’s read about in textbooks, it doesn’t have the same punch.”

ARTHUR LEV

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