



BOARD OF COUNCILORS AND NEXT GENERATION COUNCIL REPORT

Fiscal Year 2017

July 1, 2016 – June 30, 2017

USC Shoah Foundation

The Institute for Visual History and Education



**“DON’T HATE.
ACCEPT PEOPLE FOR WHAT
THEY ARE. EVERYBODY HAS
SOMETHING TO OFFER.”**

*Celina Biniak
Holocaust Survivor*

BOARD OF COUNCILORS

Steven Spielberg
Founder | Honorary Chair

Life Members

Wallis Annenberg
Gerald Breslauer
Renée Crown
Roman Kent
Michael Rutman

Chair Emeritus

Robert J. Katz

Chair

Stephen A. Cozen

Executive Committee

Joel Citron
Yossie Hollander
Andrew Intrater
Lee Liberman
Mickey Shapiro
David Zaslav

Members

David Adelman
Pamela Applebaum
Cecilia Chan
Jerome Coben
Susan Crown
David Eisman
Phyllis Epstein
Anita Friedman
Andy Friendly
Melinda Goldrich
Trudy Gottesman
Eric Greenberg
Marcy B. Gringlas
Dan Hilferty
Harry Krakowski
William Lauder
Bruce Ramer
Harry Robinson

In Memoriam

Edgar M. Bronfman
Erna Viterbi
Lew Wasserman

NEXT GENERATION COUNCIL

Co-Chairs

Ulrika Citron
Thomas Melcher

Members

Dan Adler
Qanta Ahmed
Tammy Anderson
Melanie Dadourian
Marsha Dworkin
Jason Epstein
Lori Fife
Rachel Gerrol
Mark Gordon
Freddie Kotek
Aliza Liberman
Joshua Nash
Sam Pond
Allie Pyke
David Rittberg
Shael Rosenbaum
Peter Rosenberg
Meredith Rubenzahl
Rachel Simon
Marilyn Sinclair
Louis Smith
Lindy Snider
Lindsey Spindle
Sarah Sternklar
Leesa Wagner
Karla Ballard Williams
Michael Wunderman

FOUNDING EXECUTIVE DIRECTORS

June Beallor
James Moll

FOUNDING ADVISORY COMMITTEE

Karen Kushell
Branko Lustig
Gerald R. Molen

FINCI-VITERBI EXECUTIVE DIRECTOR

Stephen D. Smith

EXECUTIVE CABINET

Sam Gustman
Kim Simon
Kori Street



TABLE OF CONTENTS

Thank You Notes	6
Institute Overview	8
Access	18
Education	24
Research	34
Global Outreach	46
Stronger than Hate	54

“OUR URGENT WORK IS MAKING A DIFFERENCE; OUR RESOLVE TO COUNTER ANTISEMITISM AND HATRED IN ANY FORM WILL CONTINUE TO IMPROVE PEOPLE’S LIVES AND BE A SOURCE OF HOPE.”

*Stephen A. Cozen
Board of Councilors Chair*

“THE NEXT GENERATION COUNCIL’S IWITNESS ADVOCACY PROGRAM IS CONNECTING SCHOOLS TO USE IWITNESS. IT IS SO MEANINGFUL TO BE ABLE TO TURN OUR HOPE FOR A BRIGHTER FUTURE INTO ACTION BY BRINGING INNOVATIVE AND CUTTING-EDGE CURRICULUM TO CLASSROOMS.”

*Ulrika Citron
Next Generation Council Co-Chair*

“ WE ARE RELENTLESSLY FOCUSED ON THE OBLIGATION THAT EACH OF US THROUGH OUR INDIVIDUAL AND COLLECTIVE ACTIONS CAN TRULY CHANGE THE WORLD.”

*Thom Melcher
Next Generation Council Co-Chair*

“ WHAT A YEAR IT HAS BEEN! OUR NEW HOME ON THE USC CAMPUS IS NEARING COMPLETION, AND TESTIMONY HAS BECOME A FIXTURE IN RESEARCH AND EDUCATION. FROM HERE, THANKS TO OUR EXTRAORDINARY FRIENDS, PARTNERS AND SUPPORTERS, THE INFLUENCE OF THE WITNESSES CAN GROW AND GROW.”

*Stephen D. Smith
Finci-Viterbi Executive Director*

EXECUTIVE OFFICE TEAM

Manuk Avedikyan	Program Officer – Community
Lara Bradshaw, PhD	Program Specialist
Karen Jungblut	Director of Global Initiatives
Zachary Larkin	Program Specialist
Colleen Mahan	Executive Assistant
Aaron Zarrow	Program Administrator

OPERATIONS TEAM

Cynthia Schirmer, MBA	Director of Budget and Finance
Clarence Leung	Budget Technician
Jenna Leventhal	Deputy Director of Education – Operations
Zovaira Rodriguez	Purchasing Assistant
Letisha Young, PHR, SHRM-CP	Program Manager -- Administrative Programs

ADVANCEMENT TEAM

Andrea Waldron	Senior Executive Director, Advancement
June Beallor	Advancement Consultant
Frieda Kahn	Executive Director of Advancement
Nick Kennedy	Associate Director of Annual Giving
Jayne Perilstein	Managing Director of Advancement
Janiece Richards	Assistant Director of Annual Giving
Nicole Watkins	Director of Donor Relations

**“LET US UNDERSTAND
THE VOICES OF THE PAST
NOT AS A BURDEN,
BUT AS A GIFT.”**

Olga Burkhardt, USC Shoah Foundation supporter

INSTITUTE OVERVIEW





Rwandan Survivor Edith Umugiraneza and Holocaust Survivor George Weiss share their stories for the film "Let Their Testimonies Speak."

WE BRING TESTIMONY TO LIGHT

MISSION

We develop empathy, understanding and respect through testimony.

VISION

To be the voice of personal experience that helps eradicate the hatred that leads to genocide.

BRIEF

We illuminate the origins of hate and develop empathy, understanding and respect by documenting, researching, and sharing the testimony of witnesses to the Holocaust and genocidal violence.

VALUES

WE ARE THOUGHTFUL

We support witnesses of the Holocaust, genocide, and crimes against humanity in sharing their life histories and experiences. We listen deeply, consider carefully, and place testimony in context. Through academic programs and research, we build knowledge and insight. Our education programs deliver practical digital tools and resources for our partners and their audiences. We evaluate our work.

WE ARE HOPEFUL

While the witnesses guide us through the darkness of humanity, they also shed light on the possibilities for every individual to counter hatred. We are inspired by their hard fought hope. We believe testimony has a positive influence on people to be more kind, empathetic, and humanistic.

WE ARE ACTIVE

Our pillars of work—Access, Research, Education, and Global Outreach—are dynamic activities dedicated to raising awareness, expanding knowledge, and inspiring action. We aim to develop curious, critical, and courageous participants in civil society.



*Student artwork based on the testimony of Éva Székely
 Student: Imola Horváth, age 16
 Teacher: Marianna Pataki
 School: Kispesti Károlyi Mihály Hungarian-Spanish Bilingual High School
 Location: Budapest, Hungary*



“THE GREAT THING IS THAT ALL THIS VIOLENCE DID NOT TAKE EVERYTHING AWAY FROM US BECAUSE WE STILL HAVE LIFE – A LOT OF KNOWLEDGE. AT TIMES WE LEARN TO SURVIVE WHEN SURROUNDED BY DEATH.”

Guatemalan Survivor Rosalina Tuyuc



STRATEGIC OBJECTIVES

BEST-IN-CLASS

VHA/Collection/Preservation/Indexing/Accessibility/
Innovation

GLOBAL IMPACT

Trusted resource and has lasting partnerships.



PROVEN CHANGE

Measure, evaluate, and communicate impact.

THE ACADEMY

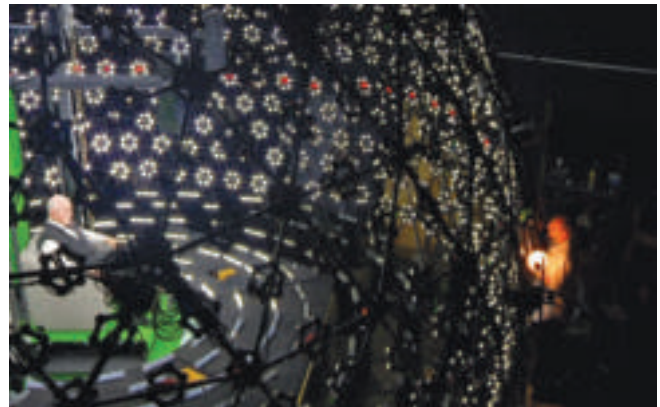
For teaching, learning and research with testimony.





New Dimensions in Testimony Beta-testing at Museum of Jewish Heritage – A Living Memorial to the Holocaust in New York City. Learn more on page. 23.

THEORY OF CHANGE



IF INDIVIDUALS SUCH AS STUDENTS AND TEACHERS ENGAGE WITH TESTIMONY, THEN THEY WILL EXPERIENCE ATTITUDINAL AND BEHAVIORAL CHANGES THAT WILL MAKE THEM MORE LIKELY TO CONTRIBUTE TO CIVIL SOCIETY.

NEW GLOBAL HEADQUARTERS

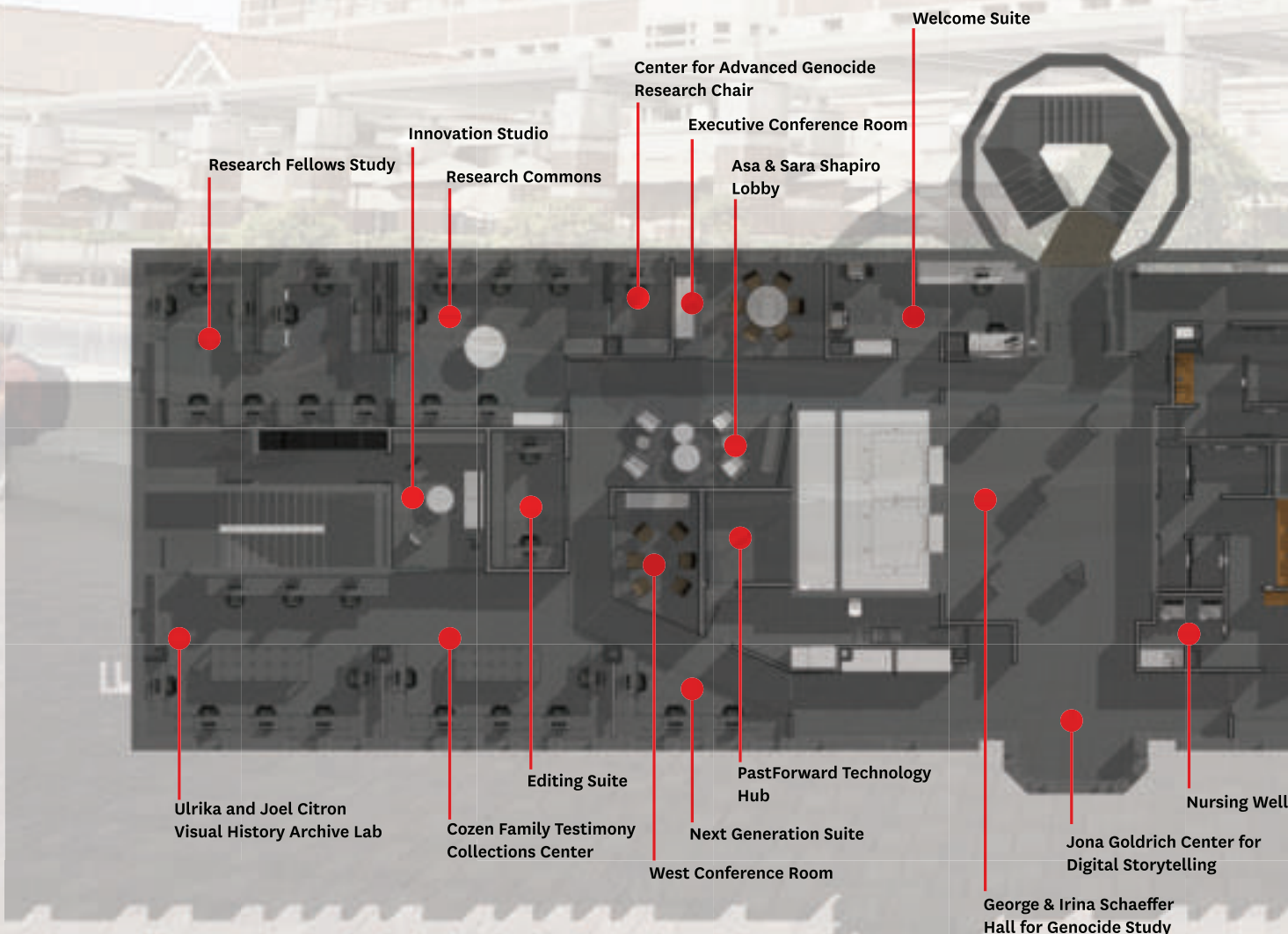
Through leadership gifts from longtime supporters George and Irina Schaeffer and Board of Councilors member Melinda Goldrich and Andrea Cayton/Goldrich Family Foundation made in honor of Jona Goldrich, the new location on the fourth floor of the Thomas and Dorothy Leavey Library will considerably expand the Institute's space, technological capabilities and global reach.

Summer 2017

Renovation & Construction

Winter 2018

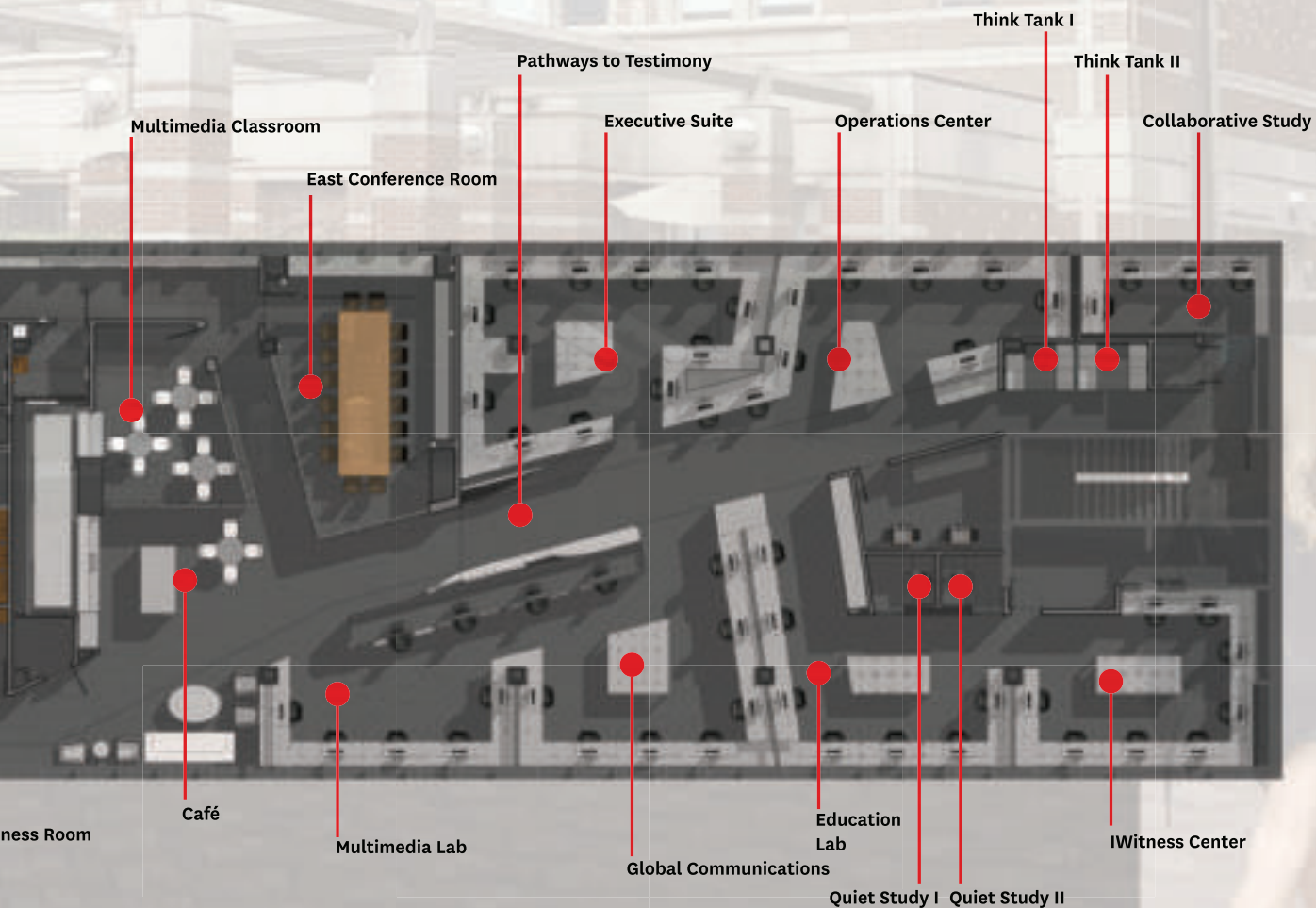
Work Environment/
Visitor Experience Installations



Spring 2018

Ribbon Cutting

Occupancy



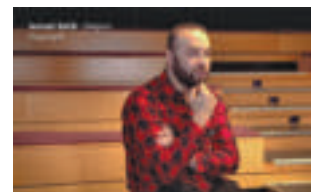
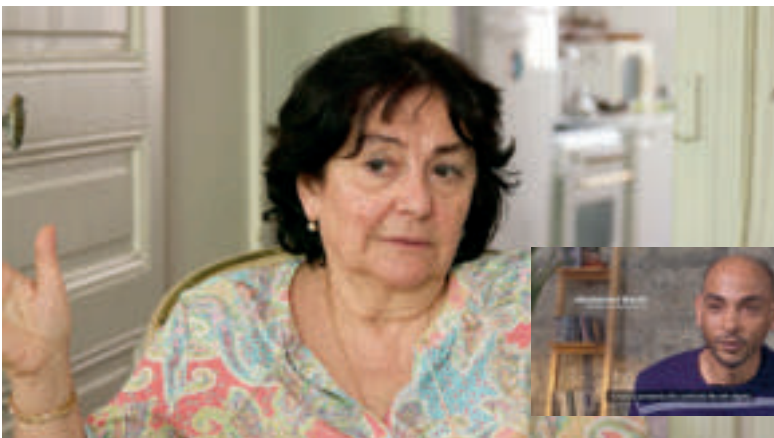
COUNTERING ANTISEMITISM THROUGH TESTIMONY

This year, a total of 43 interviews were completed in Belgium, France, Hungary, Sweden, the United Kingdom and the United States toward the goal of at least 50 total interviews. New IWitness activities were published, and the Institute established the Intercollegiate Diversity Congress (IDC) to engage student leaders at U.S. universities in dialogue and training to build inclusive campuses that are resistant to antisemitism and hatred in all its forms. The first IDC summit was October 13-14, 2017.



“WE MUST EDUCATE OURSELVES ON THE ROOTS OF ANTISEMITISM, INTOLERANCE AND HATRED AND REJECT THE ‘US VERSUS THEM’ PARADIGM FORCED UPON US AND INTENDED TO INSTILL FEAR AND HATRED.”

*- Blake Humphrey,
Member of USC Shoah Foundation’s Intercollegiate Diversity Congress and Student Body President, West Virginia University*





Vivienne Titlebaum October 7, 2017

COUNTERING ANTISEMITISM THROUGH TESTIMONY ADVISORY COMMITTEE

Joel Citron, Chair

Qanta Ahmed

Cecilia Chan

Stephen A. Cozen

Lori Fife

Laurie Franz

Marcy B. Gringlas

Harry Krakowski

Aliza Liberman

Samuel Pond

Mickey Shapiro

Lindy Snider



Samia Essabaa, (right) March 7, 2017

Testimony Access

- 10 testimonies accessible on the VHA
- Integrated into IWitness
- Remaining testimonies being indexed for 2018 integration into VHA



ACCESS

Dr. Yanming Lu interviews Nanjing Survivor Li Changfu as part of the Nanjing Collection on January 12, 2017



INFORMATION TECHNOLOGY SERVICES AND INDEXING AND ARCHIVING TEAMS

Anita Pace	Managing Director of Technology
Susan Popler	Director of VHA Program
Leysan Dickenson	Program Specialist – VHA Program
Doug Ballman	Manager, External Relations – VHA Program
Kathy Guyton	Office Manager, Assistant
Ryan Fenton-Strauss	Manager of Video Archive and Post-Production
Consolee Uwamariya	Preservation Supervisor
Shiraz Bhatena	Video Archive and Post-Production Specialist
Remington Dewan	Video Archive and Post-Production Specialist
Georgiana Gomez	Video Archive and Post-Production Specialist
Zachary Goode	Video Archive and Post-Production Specialist
Andrea Reese	Video Archive and Post-Production Specialist
Mills Chang	Supervisor Software Development
Jay Kulsh	Programmer Analyst IV
Sandhya Moodur	Systems Programmer IV
Li Pan	Programmer Analyst IV
Michael Russell	Programmer Analyst III
Richard Starr	Application Programmer III
Hoan Tran	Systems Programmer IV
Arie Salma	Programmer Analyst III
Sandra Aguilar	Manager of Metadata
Daryn Eller	Archivist
Ita Gordon	Content Specialist
Edith Umugiraneza	Indexer
Svetlana Ushakova	Senior Indexer
Inna Gogina	Archivist
Crispin Brooks, MA	Curator

VISUAL HISTORY ARCHIVE PROGRAM

Since the launch of the Visual History Archive program, the Institute has significantly broadened its reach and explored how the archive’s four main audiences – scholars, educators, organizations, and communities – connect and engage with testimonies.



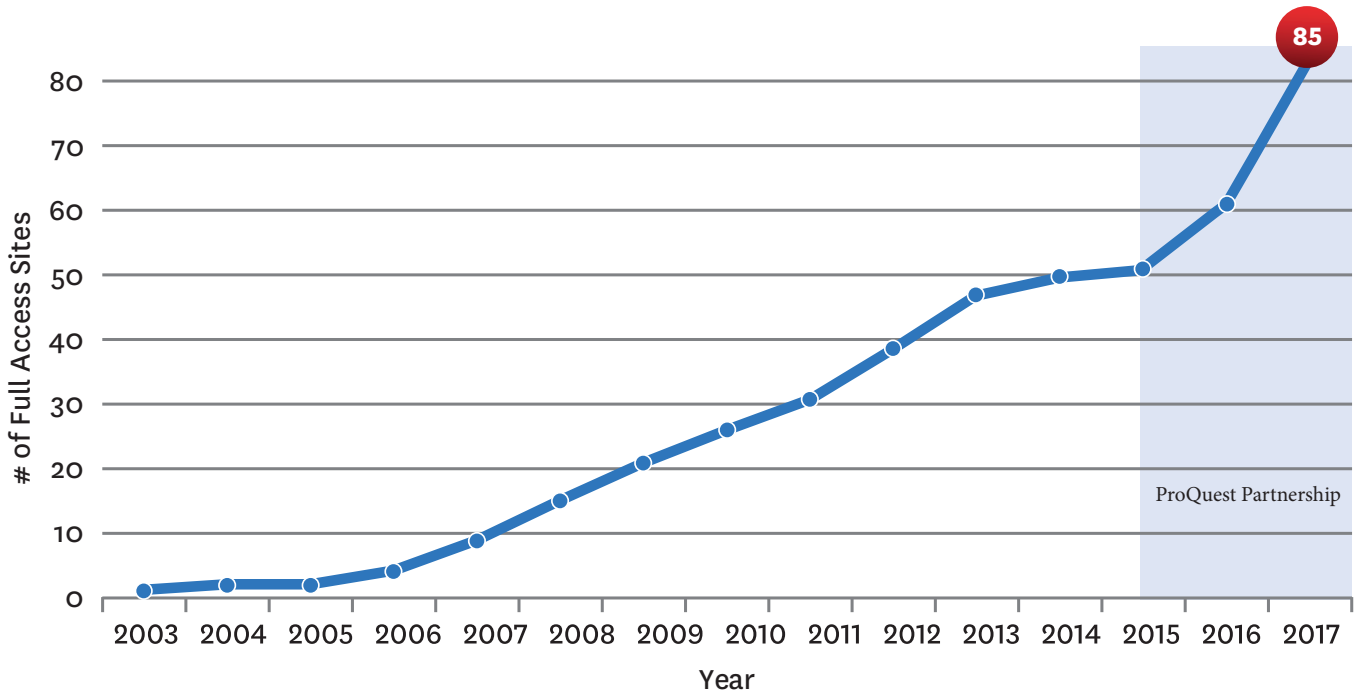
A total of 1,882 transcripts have been added to the Visual History Archive as of September 2017.

984
transcripts for
English-language
testimonies

INCREASING REACH

The Institute continues its distribution partnership with ProQuest, the premiere technology company whose meta-database is a staple in virtually every major university library.

VHA ACCESS SITES GROWTH



AUDIENCE INSIGHTS

In the second year of the program, the Institute continued its progress on the re-design of its digital properties, including a partnership with Razorfish that developed personas and user journeys for our audiences.

For example, Razorfish identified the archetypal user profile of a Personal Narrator, and the main opportunities, channels, and solutions for this figure.

THE PERSONAL NARRATOR

“I want to share my story.”



EVALUATION SUMMIT

February 8, 2017

The Institute brought together a multidisciplinary group of experts in evaluation to think through the monitoring and evaluation of our audiences' engagement with the VHA. This workshop will inform the design of our monitoring and evaluation study which is a vital facet of the ongoing VHA Program.

TESTIMONY COLLECTIONS: PRESERVING THE LEGACY

New urgency propelled our efforts to interview eyewitnesses to violent hatred and genocide. Our Preserving the Legacy program supports new testimony collections and acquisitions across the world.

HOLOCAUST COLLECTION

Our largest body of testimony with over 53,000 Holocaust witness interviews, including the first-ever Farsi language testimony added this year.



Holocaust Survivor Gabriel Legmann, February 19, 2017



Holocaust Survivor Joshua Kaufmann, January 8, 2017

RWANDAN COLLECTION

Nearly 100 Rwandan testimonies have been integrated into the Visual History Archive, with aspiration to collect and index 500 interviews total and continue education through testimony as a model for the continent.



Rwandan survivor Consolée Nishimwe, May 6 & 7, 2017

ARMENIAN COLLECTION

Now indexed and integrated into the Visual History Archive, 333 Armenian Film Foundation testimonies are being woven into education and research.



Armenian Genocide Scholar Richard Hovannisian, July 29, 2017

CENTRAL AFRICAN REPUBLIC CONFLICT

Four testimonies of witnesses to the Central African Republic conflict were indexed and added to the VHA.



TESTIMONY IN CURRENT CONFLICT

A total of 21 Yazidi gave testimony in the Shingal region of Kurdistan, and through a unique collaboration, the interviews are being reviewed to assess resource needs for them to be integrated into the Visual History Archive, promising to shed light on gendered violence which is part of a larger framework for genocide studies.



NANJING COLLECTION

Nearly 50 interviews were recorded this year in the ongoing and urgent effort to reach this elderly population, bringing the total collection to 103 testimonies.

CAMBODIAN COLLECTION

This past year, the Institute published 5 testimonies from the Cambodian Genocide Collection in the Visual History Archive, adding immense value to educators and researchers studying the Khmer Rouge regime and the genocide which claimed as many as two million lives.

GUATEMALAN COLLECTION

To date, 321 testimonies have been collected with 14 available to view in the Visual History Archive, thanks in part to new indexing terms for the collection, which include geographic locations, historical figures, and experiences that have not been encountered in the archive's other collections.



Guatemala Survivor Rosalía Cruz, January 27, 2016

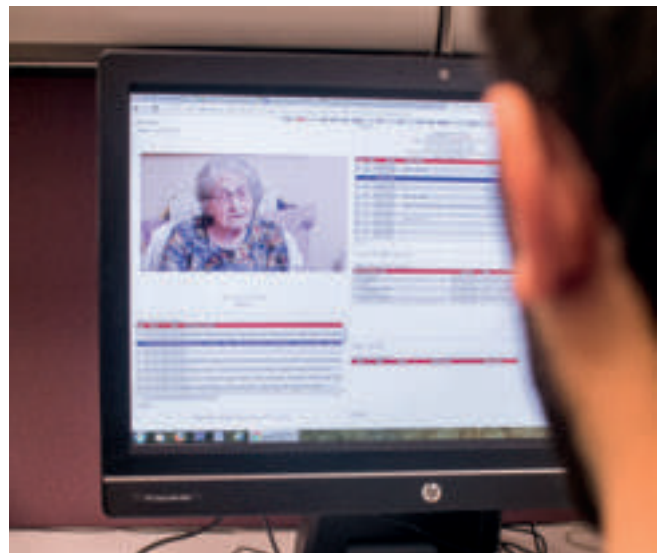
NEW DIGITAL COLLECTIONS

A total of 321 testimonies from Florida Holocaust Museum, Holocaust Museum Houston, Holocaust Memorial Center Zekelman Family Campus and other partners were saved from deterioration this year by our digital preservation program. A portion of these testimonies are already accessible for education and research.



MIDDLE EAST AND NORTH AFRICA COLLECTION

Five testimonies of Jews who witnessed Nazism when living in North Africa during World War II were recorded this year, adding invaluable depth to the Visual History Archive.



INDEXING

Indexing every testimony by keyword and name, minute by minute, enables search of the 115,000 hours of testimony so users can find content of interest. The indexing training process was migrated online this year to gain efficiencies and enable worldwide recruitment of indexers with language skills and historical knowledge.

**“NOW MORE THAN EVER,
TEACHERS NEED COMPREHENSIVE
EDUCATIONAL RESOURCES THAT
WILL INFORM, ENGAGE AND
INSPIRE THE NEXT GENERATION TO
ACTIVELY REJECT HATRED IN ALL
ITS FORMS.”**

Claudia Ramirez Wiedeman, PhD, Director of Education



EDUCATION

EDUCATION TEAM

Claudia Ramirez Wiedeman, PhD	Director of Education
Jenna Leventhal	(Acting) Deputy Director Education – Operations
Amy Carnes, PhD	Associate Director – Program Implementation
Lesly Culp	Head of Programs – Education
Greg Irwin	(Acting) IWitness Manager
Joan Getman, EdD	Deputy Director Education – Digital Engagement (seconded)
Karen Kim, PhD	Senior Researcher
Sara Brown, PhD	Postdoctoral Teaching Fellow
Sedda Antekelian	Education and Outreach Specialist – Armenian Genocide
Ariana Andrade	Coordinator of Education Programs
Cate Wilson	Education Program Specialist
Eleanor Huntington	Education Program Specialist
Mariana Menendez	IWitness Technical Support
Mónika Koszyńska	Education Specialist, Poland
Anna Lenchovska	Education Specialist, Ukraine
Martin Šmok	Senior International Specialist – Digital Engagement, Czech Republic
Andrea Szónyi	Head of Programs – International Education – Hungary
Sarah Warby	Education Advisor – Australia
Nicole Vartanian	Education Advisor – Armenian Genocide
Jillian Lipman	Education Advisor – Hungary
Monika Mezei	Master Teacher – Hungary
Adam Musiel	Master Teacher – Poland
Marcel Mahdal	Master Teacher – Czech Republic

GLOBAL EDUCATION PROGRAMS

New, nimble outreach and programming, expanded resources, and professional development enabled IWitness to reach over 100,000 registered users worldwide and gain 232,000 visitors to the site. A total of 7 million students have used IWitness to date, with ongoing evaluation verifying the positive difference testimony has on students.

IWITNESS

Now with educational resources for primary through university level, IWitness is poised for exponential growth.

100,000
Students and
Teachers in
IWitness

232,000
IWitness Visits
FY17 Total



IWITNESS 360: PUSHING BOUNDARIES THROUGH VIRTUAL REALITY

The Education department launched “Lala,” its first virtual reality film based on testimony that provides students with a rich, immersive learning experience now available on IWitness 360 with supporting educational resources. “Lala” was developed in partnership with Discovery Communications, Discovery Education and Global Nomads Group and is based on the testimony of Holocaust survivor Roman Kent, who is also a life member of our Board of Councilors. About his beloved dog, Lala, the story demonstrates that even when human beings perpetrate the worst atrocities, “love is stronger than hate.”

100 DAYS TO INSPIRE RESPECT:**APPLYING TESTIMONY TO EXAMINE CONTEMPORARY SOCIAL CHALLENGES**

The “100 Days To Inspire Respect” initiative launched in January 2017 to offer educators meaningful activities over a 14-week period to equip them with the tools and the confidence to engage students in difficult discussions on topics such as hate and intolerance.



**“ HATE STARTS WITH
FEAR OF OTHERS.
REMOVE APPEARANCE.
WE’RE ALL THE SAME.”**

Florida 9th Grader and 100 Days Participant

IWitness UNIVERSITY: COUNTERING ANTISEMITISM AND HATE ON UNIVERSITY CAMPUSES

The Education department developed its first-ever resources for university student leaders and educators to help them engage their students and peers in dialogue about antisemitism and other forms of hate.

- Dozens of courses on university campuses across the United States, in Europe and Latin America have begun utilizing IWitness University resources.
- In June 2017, hundreds of university student body presidents attended the first outreach event for IWitness University at the National Campus Leadership Council’s Presidential Leadership Summit in Washington, D.C.
- The inaugural Intercollegiate Diversity Congress convened university student leaders October 13-14, 2017 at USC Shoah Foundation to share, learn, and develop plans for addressing antisemitism and hate and promote inclusion on their campuses through the use of testimony.



“ IT’S INCREDIBLE! A SEARCHABLE DATABASE OF 6,000 HOURS OF PRIMARY SOURCE TESTIMONIES – YOU CAN’T FIND THOSE RESOURCES ANYWHERE ELSE. THOSE VIDEOS END UP BEING REALLY MEANINGFUL AND POWERFUL FOR THE STUDENTS.”

*April Trask
IWitness University User and Visiting Assistant Professor of History, Amherst College*

IWALKS – LEARNING EXPERIENCES FROM LOS ANGELES TO KYIV

The Institute’s presence worldwide continues to deepen through IWalks, which connect testimony to physical spaces through technology, including mobile devices.

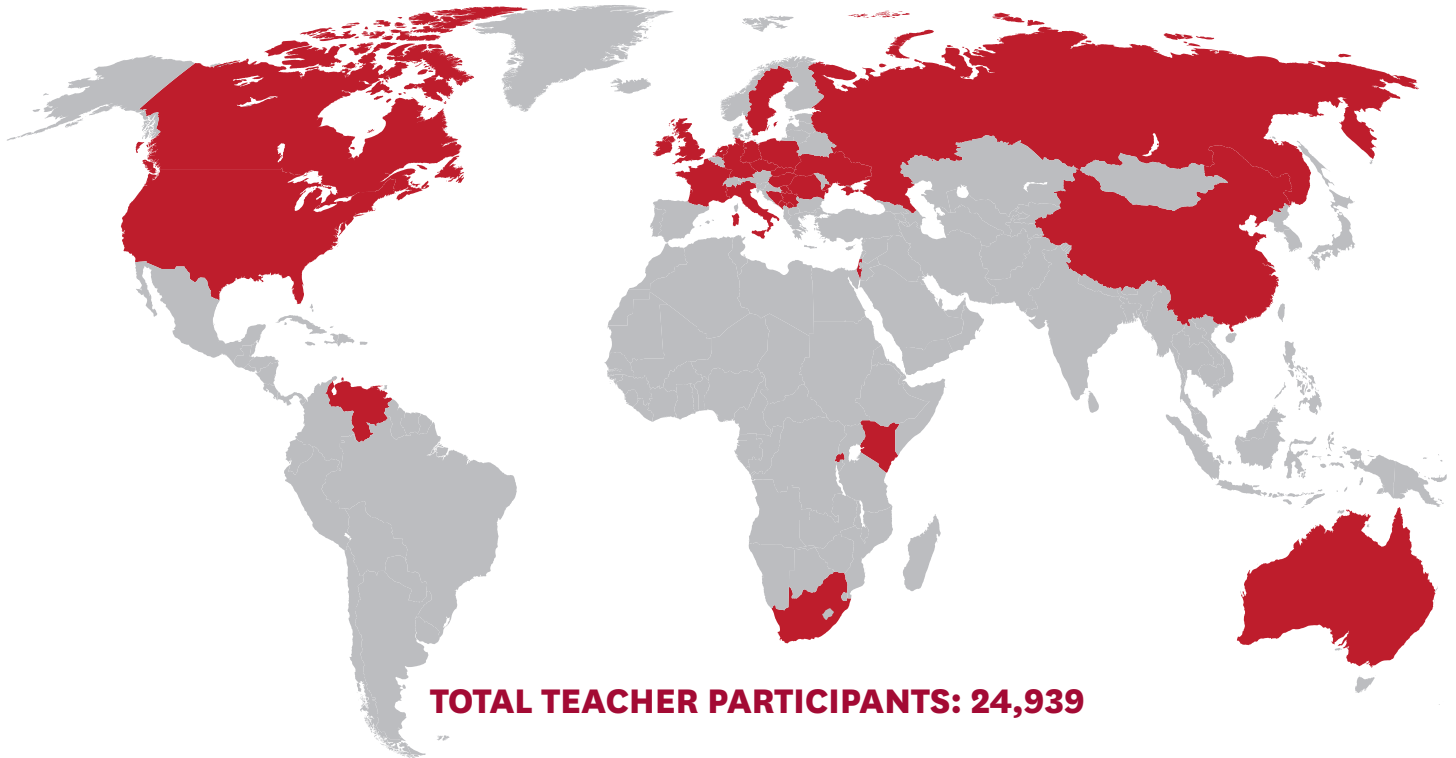
- 14 IWalks in Hungary, Czech Republic, Poland and Ukraine
- 1 IWalk for Boyle Heights, an historically Jewish neighborhood in Los Angeles
- 8 IWalks are in development for Central and Eastern Europe



TEACHER ENGAGEMENT: MEETING EDUCATORS WHERE THEY ARE

We design flexible programs that engage educators in dynamic, active learning experiences to equip them with the essential knowledge and skills to teach professional development effectively and appropriately with testimony.

TEACHER TRAININGS & PRESENTATIONS BY COUNTRY



TOTAL TEACHER PARTICIPANTS: 24,939

Australia 319	Italy 91	South Africa 16
Bosnia-Herzegovina 22	Kenya 3	Sweden 16
Canada 605	Netherlands 35	Ukraine 2,594
China 46	Poland 835	United Kingdom 253
Czech Republic 2,710	Romania 20	United States 7,840
France 472	Russia 18	Venezuela 2
Germany 235	Rwanda 340	Webinars 4,052
Hungary 4,263	Serbia/Montenegro 20	
Israel 40	Slovakia 92	



UNESCO delegates include Tatiana Andrea Soto Schurter, Maruxa Fogel Artemenko, Maria Gloria Pereira Jacquet, Maria Angelica Portilla de Flores, and Luis Ricardo Montoya Vargas.

UNESCO LATIN AMERICA CONVENING: EXTENDING REACH IN NEW GEOGRAPHY

USC Shoah Foundation hosted the Latin American network of UNESCO in September 2016 to identify ways to introduce and strengthen Holocaust education, a key first step to bringing testimony into educational systems in the region. Participants learned:

- How testimony could advance their educational goals
- Connections between testimony, national history, and current social issues
- Partnership opportunities, leading to an Institute collaboration with the Interactive Jewish Museum of Chile and new links with organizations in Guatemala and Panama

STUDENT ENGAGEMENT

THE WILLIAM P. LAUDER JUNIOR INTERNSHIP PROGRAM

Acceptance, remembrance and crosscultural awareness were among the central educational themes for the 2016 – 2017 cohort of the annual William P. Lauder Junior Internship program. A year long course of study culminated with two trips for different age groups. The middle school cohort travelled to Philadelphia and Washington D.C. and the high school cohort went to Budapest. Both explored manifestations of antisemitism both historically and in the current context and utilized testimony as part of their study.



EVALUATION: MEASURING IMPACT

A robust and growing portfolio of evidence shows testimony positively influences students' attitudes and behaviors integral to responsible citizenship.

- 4,000+ student participants cumulative
- Nearly 80 public, private, and informal educational settings total
- More than 50% of participants were students of color from metropolitan areas of the U.S.

OUTCOMES: POSITIVE CHANGE

Participating students showed an increase in their sense of personal resilience and were more likely to:

- Recognize the importance of being engaged in the world
- Have respect for themselves and others
- Speak up against stereotyping that they see around them

NEW STUDIES

Building upon pilot data gathered over the past several years, the Institute launched two systematic, long-term evaluation studies:

- The National IWitness Quantitative Study – Classroom pilots with 50 teachers and more than 1,500 students
- The IWitness Partner School Program – A two-year longitudinal case study of 12 high school teachers and more than 2,000 students in metropolitan Detroit

ECHOES AND REFLECTIONS

Evaluation of student learning through the Institute's Echoes & Reflections program yielded additional evidence of the power of testimony in Holocaust education:

- 46% know "a lot" about antisemitism after the classroom pilot, a 40% gain in learning over students in the control group
- 31% of students in the Echoes & Reflections group rated themselves in the "Top 10%" in ability to understand people from different backgrounds/cultures on the post survey, an increase of 269%



NEW DIMENSIONS IN TESTIMONY EVALUATION

Usability studies in museum settings have yielded convincing evidence that New Dimensions in Testimony is a powerful and intimate way to engage audiences in testimony. This evidence will serve as a foundation for future evaluation of NDT in the classroom environment in the coming year.



“ 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, Illinois Holocaust Museum and Education Center



AFTER SCHOOL MATTERS PILOT (CHICAGO, 2016)

Students explored the IWitness activity “Skittles, Deplorables, and All Lives Matter” to develop leadership and media literacy skills. Students created social media campaigns on topics they cared about: homelessness, immigration, racial and gender pay disparities, and criminal justice reform. Evaluation found that the use of testimony in this activity was especially valuable to students because it made the abstract concepts of political rhetoric and hate speech more real and relevant to their own lives.



Social Media Campaign on Homelessness Developed by Students in After School Matters

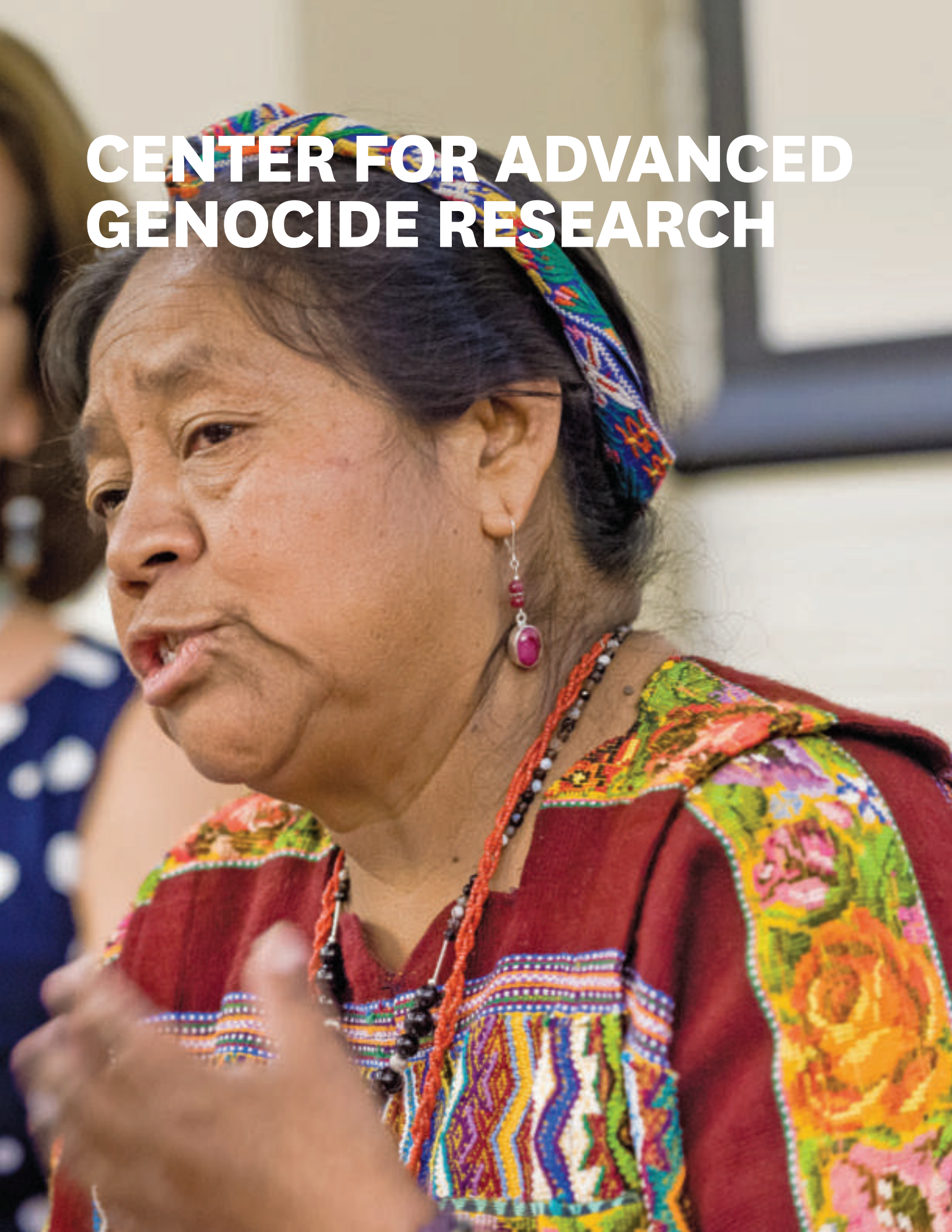
“THE TESTIMONIES HELPED ME AS A PERSON BECAUSE IT SHOWED ME THAT TAKING A STAND FOR SOMETHING YOU BELIEVE IN WILL IMPACT/CHANGE THE WAY SOMEONE ACTS.”

A student's reflection on using IWitness in the After School Matters program

**“EVEN A SINGLE
TESTIMONY THAT
SAVES AN EVENT FROM
HISTORICAL OBLIVION
SHOULD – AND MUST –
BE USED.”**

Omer Bartov, Brown University, 2016–2017 Sara and Asa Shapiro Scholar in Residence

CENTER FOR ADVANCED GENOCIDE RESEARCH



**“OUR FIVE-DAY WORK SESSION
AT USC SHOAH FOUNDATION’S
CENTER FOR ADVANCED GENOCIDE
RESEARCH CATAPULTED OUR
PROJECT FORWARD.”**

*Anne Knowles, Tim Cole, Alberto Giodarno, Paul Jaskot
Holocaust Geographies Collaborative*



CENTER TEAM

Wolf Gruner, PhD

Center Founding Director,
Professor of History, Shapell-Guerin
Chair in Jewish Studies

Martha Stroud, PhD

Research Program Officer

Emilie Garrigou-Kempton, PhD

Academic Relations and
Outreach Officer

SJ Crasnow, PhD

VHA Outreach and Research Officer

Shefali Deshpande

Program Specialist

Marika Stanford-Moore, MA

Program Coordinator

CENTER FOR ADVANCED GENOCIDE RESEARCH

As the academic arm of USC Shoah Foundation, the Center for Advanced Genocide Research is dedicated to advancing new areas of interdisciplinary scholarship on the Holocaust and other genocides, focusing particularly on the origins of genocide and how to intervene in the cycle that leads to mass violence. When the Center was founded in April 2014 at the University of Southern California, it signified an important milestone for genocide research internationally. Through its vital academic program and the work of its fellows, the Center established itself over the course of the last three years as an innovative and interdisciplinary academic hub of genocide studies.

CONFERENCES

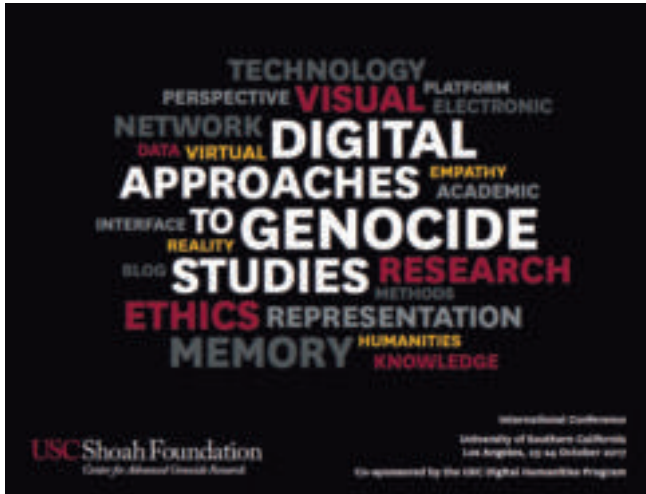
A CONFLICT? GENOCIDE AND RESISTANCE IN GUATEMALA

SEPTEMBER 11-14, 2016

Organizing the first-ever academic international conference on the genocide in Guatemala, the Center convened 26 scholars from Guatemala, Mexico, Spain, Canada and the United States and from disciplines as diverse as International Relations, Anthropology, History, Literary, Latin American and Women’s Studies. In addition to the international scholars in attendance, the event drew hundreds of attendees in person, viewers from around the world watching the conference livestream, and significant media attention, thereby contributing to durably and globally raising awareness about the genocide in Guatemala.

- Keynote by genocide survivor and indigenous leader Rosalina Tuyuc
- Special preview film screening of the documentary “Finding Oscar”
- Performance by Guatemalan hip-hop artist Rebeca Lane





DIGITAL APPROACHES TO GENOCIDE STUDIES

OCTOBER 23-24, 2017

Drawing 21 international scholars from cinematic arts, history, geography, sociology, digital humanities, linguistics and more, the fall conference, cosponsored by the USC Digital Humanities Program, will examine the relationships between digital methodologies, practices, ethics and contemporary Holocaust and genocide studies.

LECTURES

Alexander Korb (University of Leicester)
 2016-2017 Center Research Fellow
 April 20, 2017
 Collaborators: Exploring Participation in the Holocaust by Non-Germans in Eastern Europe



Omer Bartov (Brown University)
 2016-2017 Sara and Asa Shapiro Scholar in Residence
 May 8, 2017
 Sara and Asa Shapiro Scholar Annual Lecture – Anatomy of a Genocide: The Life and Death of a Town Called Buczacz

Summer 2016 Research Fellows Lectures

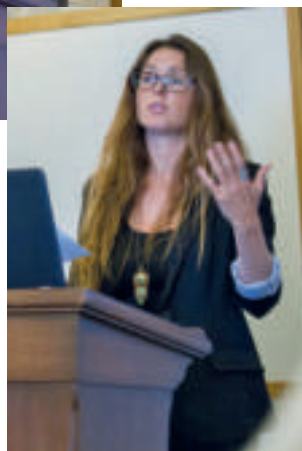
April 4, 2017

Nisha Kale (Undergraduate student, Neuroscience and Law, History, and Culture, USC) examined survivors’ reactions to stress during genocide.

Beatrice Mousli (Teaching Professor, Department of French & Italian, USC) explored the act of writing while under threat.

Piotr Florczyk (Graduate student, Literature and Creative Writing, USC) presented and discussed poetry he wrote that was inspired by Polish Holocaust survivor testimonies.

Erin Mizrahi (PhD candidate, Comparative Studies in Literature and Culture, USC) investigated and analyzed moments of silence in the testimonies.





Katja Schatte (PhD candidate, University of Washington)
 2016–2017 Margee and Douglas Greenberg Research Fellow
 March 7, 2017
 Between Scholarship and Community Engagement: Exploring Pre- and Post- Reunification Jewish Life in East Berlin

Lee Ann Fujii (University of Toronto)
 February 21, 2017
 Everyday Forms of Resistance: Evidence from the Killing Fields of Bosnia, Rwanda, and the United States

Teresa Walch (PhD candidate, University of California, San Diego)
 2016–2017 Robert J. Katz Research Fellow in Genocide Studies
 February 9, 2017
 Excluding Jews from their Homeland and Erasing “Jewish Spaces” in Nazi Germany

Liliane Weissberg (University of Pennsylvania)
 2015–2016 Rutman Fellow for Research and Teaching
 December 6, 2016
 Witnessing, Remembering, and Writing the Holocaust

Verena Buser (Alice Salomon University), **Andrea Rudorff** (Institut für Zeitgeschichte), **Sari J. Siegel** (PhD candidate, USC)
 November 30, 2016
 Re-conceptualizing Nazi Camps: Changing Categories, Shifting Purposes, and Evolving Contexts



Benjamin Madley (University of California, Los Angeles)
 October 31, 2016
 An American Genocide: The United States and the California Indian Catastrophe, 1846–1873

Paula Cuellar (PhD candidate, University of Minnesota)
 2016–2017 Center Graduate Research Fellow
 September 22, 2016
 A Tale of Two Genocides: Scorched Earth Operations as Genocidal Practices in El Salvador and Guatemala

WORKSHOP

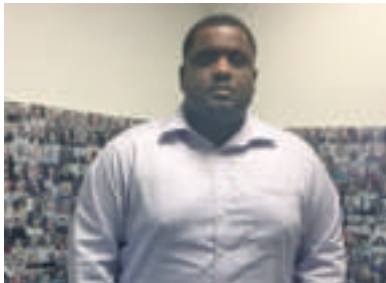
Third Workshop for Advanced PhD Candidates from North American Universities and Israel who are working on the Holocaust
 Co-organized by the USC Shoah Foundation Center for Advanced Genocide Research and the International Institute of Holocaust Research at Yad Vashem
 June 25–29, 2017





ADDITIONAL FELLOWS

Vanessa Belén Dorda Meneses (PhD candidate, University of Chile)
 2017 Genocide Prevention Research Fellow
 Examined testimony related to gendered sexual violence during the Guatemalan genocide



Tommy Curry (Texas A&M University)
 2016-2017 A.I. and Manet Schepps Teaching Fellow
 Investigated sexual violence against men and boys during genocide to bring into comparative analysis with accounts of sexual violence against men and boys during slavery and Jim Crow



Shira Klein (Chapman University)
 2016-2017 International Teaching Fellow
 Integrating testimony into courses about Jewish life, Jewish migration, and war



Mélanie Péron (University of Pennsylvania)
 2016-2017 Rutman Fellow for Research and Teaching
 Researched Paris during the German occupation of World War II



Noha Ayoub
 2017 USC Undergraduate Summer Research Fellow
 Examined nationalism in the context of the Rwandan genocide



Griffin Williams

2017 USC Undergraduate Summer Research Fellow

Researched prisoner escapes from death marches during the Holocaust



Maria Zalewska (PhD candidate, USC School of Cinematic Arts)

2017 USC Graduate Summer Research Fellow

Researched the pre-Holocaust Polish landscape



Maria Rita Corticelli (International University of Erbil, Iraq)

Summer 2017 Visiting Scholar

Researched the role of testimonies in documenting atrocities against minority groups

CENTER RESEARCH

Martha Stroud

Rethinking Resilience: Considerations on Resilience in Indonesia After 1965
Kean University 6/17

Wolf Gruner

Book presentation: The Persecution of Jews in the Protectorate of Bohemia and Moravia: Local Initiatives, Central Decisions and Jewish Answers 1939-1945
Fritz-Bauer Institute for Holocaust Studies and Remembrance, Frankfurt, Germany 6/17
The Memorial “Topography of Terror”, Berlin, Germany 6/17



A Twisted Road: The History of Holocaust & Genocide Studies, its European Origin and its Comparative Future

Keynote at the symposium “Violence, Atrocity and Conflict: New Research from East Asia in Comparative Perspective with Europe” at Oxford University 6/17

Nazi Anti-Jewish Policies Between 1933-1939

Paper at the “From Euthanasia to the Holocaust: Parallels or Causalities?” conference, Fritz Bauer Institute on the History and the Impact of the Holocaust at Goethe-University, and Memorial Euthanasia Center Hadamar 11/16

Defiance and Protest: Forgotten Jewish Resistance in Nazi Germany

Annual conventions:

Association for Jewish Studies, San Diego, California 12/16

International Association of Genocide Scholars, Brisbane, 7/17

Invited lectures:

Beth Weizmann Community Centre, Melbourne, 7/17

Sydney Jewish Museum, 7/17

Participant and panelist at the symposium “Comparative Genocide Studies and the Holocaust: Conflict and Convergence” at University of Minnesota 7/16

CENTER OUTREACH

The Center led outreach far and wide promoting use of the Visual History Archive (VHA) in research and teaching including:



VHA DEMONSTRATIONS FOR UNIVERSITY OF SOUTHERN CALIFORNIA CLASSES

- Comparative Genocide (International Relations)
- Religion and Violence (Religion)
- The Holocaust in 20th Century Europe (History)
- Traces of Modernity in French Crime Fiction (French)
- Psychological Adjustment Among Survivors of Genocide (Psychology)
- Cultures of Genocide (Anthropology)
- Human Rights (Political Science)
- Race and Religious Riots in Modern World History (History)
- Global History of War Crimes (History)
- Religion and Violence (Religion)



CONFERENCE EXHIBITIONS AND PRESENTATIONS ABOUT THE VISUAL HISTORY ARCHIVE EXHIBITS

- Lessons and Legacies Conference (250 attendees)
Claremont McKenna College 11/16
- Association for Jewish Studies Conference (2,000 attendees)
San Diego, California 12/16
- International Association of Genocide Scholars Conference (250 attendees)
University of Queensland, Brisbane 7/17

PRESENTATIONS

- Emilie Garrigou-Kempton**
The Archives in Perspective: A Presentation and Discussion
American University of Paris, France 9/16
- Martha Stroud**
Digital Testimonies and Research: USC Shoah Foundation Visual History Archive
European Holocaust Research Infrastructure Workshop, Venice, Italy 6/17
British Association for Holocaust Studies Conference, Sheffield, UK 7/17

SCHOLAR COLLABORATIONS AND CO-SPONSORSHIPS

To increase the influence of testimony-based research, the Center welcomed visiting researchers from across the United States, the United Kingdom, Denmark, Amsterdam, Germany, France, and Australia to conduct in-depth research with the Visual History Archive. The Center also continued its cooperation and collaboration with other academic departments, centers, and institutions through co-sponsoring events this year.

Conference Cosponsors

“A Conflict? Genocide and Resistance in Guatemala” was co-sponsored by the USC Latino Alumni Association and the USC School of International Relations. “Digital Approaches to Genocide Studies” is co-sponsored by the USC Digital Humanities Program.



Events the Center Co-sponsored

Championing Civil Rights and Resisting Injustice: Rabbi Joachim Prinz and Kurt Weill – Symposium
 University of California, Los Angeles 1/17
 Co-sponsored with



Alan D. Leve Center for Jewish Studies

“The Other Side of Home”

Armenian genocide documentary film screening
 USC School of Cinematic Arts 9/16



Co-sponsored with the USC Institute of Armenian Studies and the USC School of Cinematic Arts

Lecture by Stefanie Coché

How Madness Works: Labor in the Process of Psychiatric Commitment in Germany (1941-1963)

University of Southern California 9/16

Co-sponsored with USC Max Kade Institute for Austrian-German-Swiss Studies



Lecture by Anna Holian (Arizona State University)

Afterimages of the Holocaust: The Theme of Jewish Children in Fred Zinnemann’s ‘The Search’ (1948)

University of Southern California 10/16

Co-sponsored with USC Max Kade Institute for Austrian-German-Swiss Studies and the USC Casden Institute

“Bogdan’s Journey”

Holocaust documentary film screening

Laemmle Music Hall, Beverly Hills 3/17

Cosponsored with the Los Angeles Jewish Film Festival and many other organizations



Preventing Mass Atrocities: From Rhetoric to Reality

STAND conference

University of Southern California 4/17

Co-sponsored with STAND, a national student organization that fights genocide and mass atrocities



“Triumph of the Will”

Panel Discussion including Center director Wolf Gruner

USC School of Cinematic Arts 1/17





IN MEMORIAM – THE REBEL ACADEMIC: THE LIFE AND WORK OF DAVID CESARANI

The Center organized a symposium in Fall 2016 to honor the work of leading Holocaust scholar David Cesarani from Great Britain, who had died just weeks after being named the inaugural Sara and Asa Shapiro Scholar in Residence. The symposium featured international scholars David Silberklang and Rob Rozett (both at Yad Vashem) and Todd Endelman (University of Michigan), who discussed Cesarani's work, his impact on Holocaust studies, and the connections between their own work and his contributions to the field.

“I BELIEVE THAT DAVID’S WRITINGS, HIS LEGACY AS A HISTORIAN, HIS LEGACY AS DAVID, CAN HELP US GAIN IMPORTANT INSIGHTS ABOUT HUMAN BEHAVIOR AND ABOUT THE ULTIMATE QUESTIONS OF GOOD AND EVIL. IN TURN THOSE INSIGHTS MAY HELP US SET OUR COURSE MORE WISELY, EVEN AS WE REALIZE THAT WE ARE FAR FROM CAPABLE OF FULLY CONTROLLING THE TRAJECTORY OF OUR VOYAGE.”

Rob Rozett, Yad Vashem

GLOBAL OUTREACH



Eyes on Testimony

21M

FY17

COMMUNICATIONS TEAM

Josh Grossberg	Public Communications Manager
Rob Kuznia	Coordinator – External Relations
Jeffrey Langham, PhD	Webmaster
Robin Migdol	Writer

MEDIA PRODUCTION TEAM

Joan Getman, EdD	Deputy Director of Education – Digital Engagement
Lauren Carter	Media Production Manager
Tiffer Boucher	Media Production Assistant

NEW DIMENSIONS IN TESTIMONY TEAM

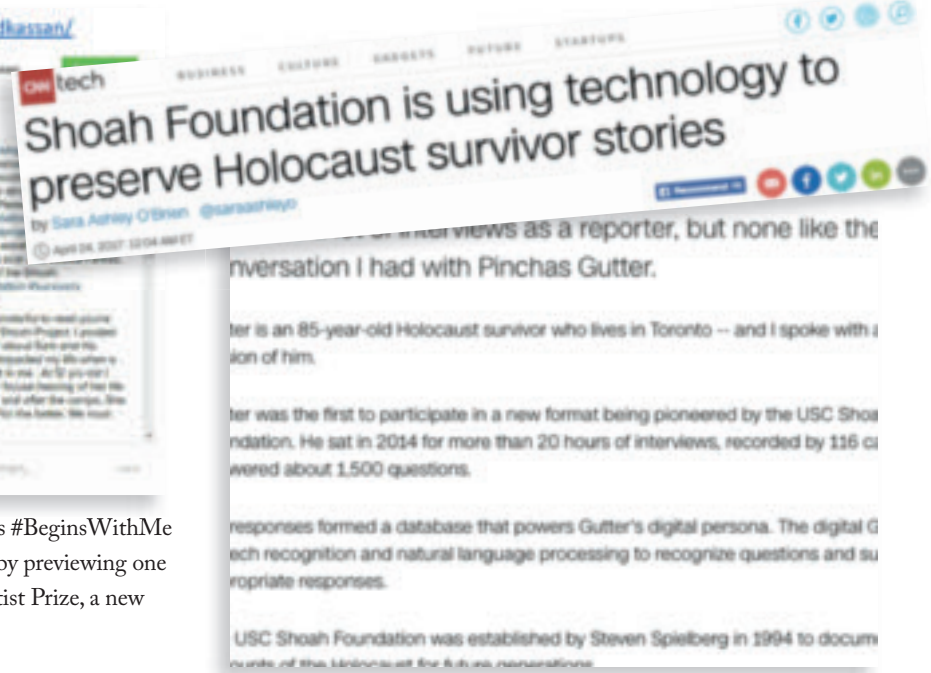
Kia Hays, MPD	Program Manager
Cheng Fang	Research Specialist – Nanjing Collection
Jillian Hegedus, MPD	Assistant Program Manager
Theodore Taylor	Program Specialist

MOVING THE MESSAGE

We believe in the power of storytelling as the ultimate form of expression for the human experience. This past year, the stories of the Visual History Archive reached 21 million people.



Artist David Kassan cross promoted the Institute’s #BeginsWithMe and Giving Tuesday campaigns on his Instagram by previewing one of his paintings as the winner of our inaugural Artist Prize, a new partnership with USC Fisher Museum of Art.



GATEWAY WEBSITE SFI.USC.EDU

Daily clips, features, and portal to Institute programs.

348,000 Visits
FY17
18% Annual Increase

SOCIAL MEDIA



facebook.com/USCSFI
Testimonies and Stories



[@USCSHoahFdn](https://twitter.com/USCSHoahFdn)
News and Updates



[@USCIWitness](https://twitter.com/USCIWitness)
IWitness Educator tips and opportunities



youtube.com/user/USCSHoahFoundation
Explore Testimony from the Visual History Archive



USC Shoah Foundation on LinkedIn
Add us to your network.



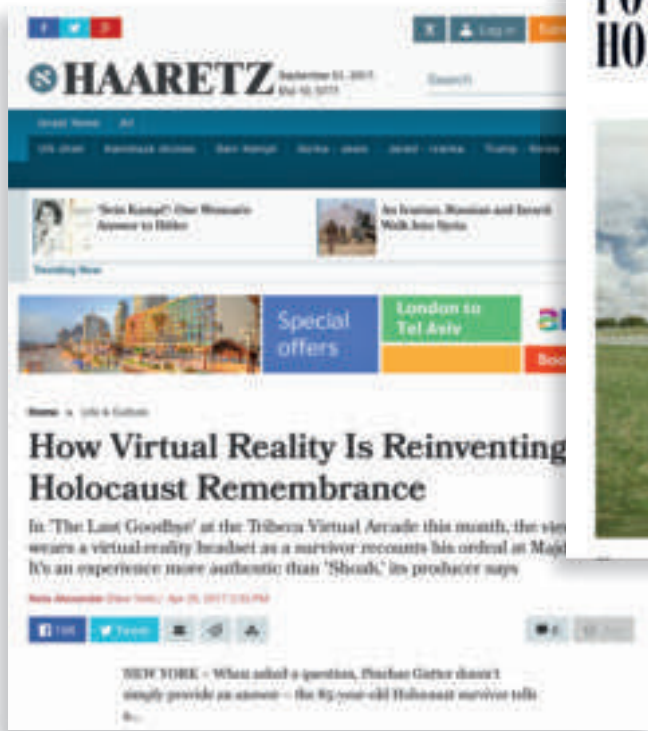
Blog: Through Testimony
The journal of the Institute – staff, educators, researchers, students and supporters share how they are inspired through testimony.



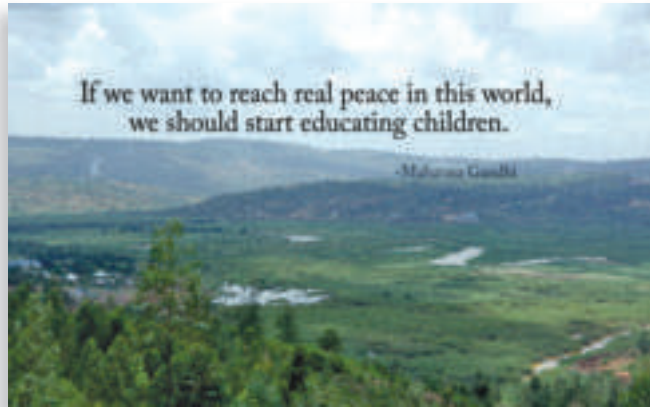
instagram.com/uscshoahfoundation
Candid program behind the scenes

#STRONGER THAN HATE
JOIN THE CONVERSATION

PUBLIC RELATIONS



MEDIA PRODUCTION



COMCAST PARTNERSHIP

PastFORWARD series

Testimony, Short Films and Features

Presented Fall 2016

“Watchers of the Sky”

Film feature explores the cycle of violence and genocide; executive produced by Next Generation Council member Elizabeth Bohart.

“The Mayor”

Short documentary profiles the mayor of Nyanza’s brave resistance during the 1994 Genocide against the Tutsi in Rwanda.

“USC Shoah Foundation Anthem”

Public Service Announcement.

“Generation Peace”

Short documentary about post-Genocide peace building education in Rwanda.



FILM COLLABORATIONS

“Finding Oscar”

Theatrical documentary on the international search for a Guatemalan survivor; executive produced by Steven Spielberg in Association with USC Shoah Foundation.

“Defiant Requiem” | “Denial”

Media-education partnerships with these two films connect their stories with testimony through IWitness activities.



INNOVATIVE FEATURES

“LET THEIR TESTIMONIES SPEAK”

Premiere Ambassadors of Humanity Gala 2016; provides an inspirational look at the power of testimony.



“THE ACADEMY FOR HUMANITY”

Premiere Ambassadors of Humanity Gala 2016; marks how 10 years at USC has supported the Institute to promote curious, creative, and critical thinkers.

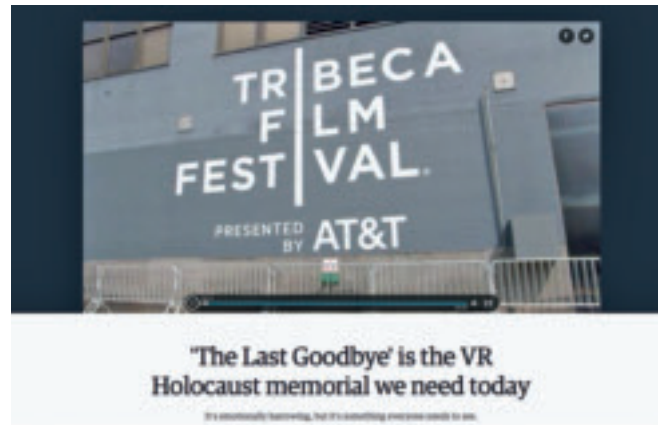


“LALA”

Produced for IWitness 360, this VR experience immerses viewers in the story of Holocaust survivor Roman Kent and his beloved dog *Lala* who was with him when he spent time as a young boy in the Lodz ghetto.

“THE LAST GOODBYE”

The story of Pinchas Gutter’s survival in Majdanek was recorded in 360* video and photorealistic room-scale Virtual Reality so audiences are able to walk through the camp as Pinchas recounts his experiences. The film premiered internationally at the Tribeca Film Festival in New York in 2017, housed within a custom installation by “Hamilton” set designer David Korins.



NEW DIMENSIONS IN TESTIMONY

Now with 15 recordings completed, our groundbreaking interactive testimony was piloted in several museums and installed in its first permanent exhibit at Illinois Holocaust Museum and Education Center. In addition, a new partnership with IBM Watson is driving a mobile version of the program.



In fall 2017, the Illinois Holocaust Memorial and Education Center presents the world’s first permanent exhibit of New Dimensions in Testimony, including survivor Aaron Elster’s interview shown here.

New Dimensions in TestimonySM is an initiative by USC Shoah Foundation to record and display testimony in a way that will preserve the dialogue between Holocaust survivors and learners far into the future. Collaborating within the project are Illinois Holocaust Museum and Education Center, with technology by USC Institute for Creative Technologies, and concept by Conscience Display. Funding for New Dimensions in TestimonySM was provided in part by Pears Foundation, Louis. F. Smith, Melinda Goldrich and Andrea Cayton/Goldrich Family Foundation in honor of Jona Goldrich, and Illinois Holocaust Museum and Education Center. Other partners include CANDLES Holocaust Museum and Education Center.



Fritzie Fritzsball, the president of Illinois Holocaust Museum and Education Center, was filmed for New Dimensions in Testimony in October 2015.

YPO EDGE – March 2017

Backed by a dynamic multimedia presentation, Stephen Smith introduced 2,500 business leaders to the Institute at this exclusive event.





“NO BARBED WIRE, NO GUNS STOPPING US, COMING TO US, AND CHILDREN... LOVE IS STRONGER THAN HATE.”

Our new Stronger Than Hate platform shines a light on USC Shoah Foundation resources to promote empathy, understanding and respect through testimony education.



**PPED THIS LITTLE DOG LALA FROM
THEN GOING BACK TO HER OWN
TRONGER THAN HATE!”**

Roman Kent



USC Shoah Foundation

The Institute for Visual History and Education

650 West 35th Street, Suite 114
Los Angeles, CA 90089

sfi.usc.edu