

A GENERATION TO END GENOCIDE

A Communications Strategy for Reaching Millennials

Prepared for the Holocaust Museum

Prepared by the Washington Media Institute

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EXECUTIVE SUMMARY

This document was commissioned to provide the United States Holocaust Memorial Museum with strategic methods needed to engage millennials on issues surrounding genocide. Based on what we were told, the U.S. Holocaust Memorial.

Museum has either not focused on, or had less than optimal success in capturing the millennial generation's attention on these important issues.

As millennials are quickly becoming the buying majority and taking positions in political office, it is more important now than ever to appeal to this demographic.

Using both existing and our own research, we devised strategies we believe will be effective in helping the museum reach this elusive population.

To do that, we focused on three specific events: the Cambodian genocide, the Srebrenica genocide and events taking place with the Rohingya in Burma.

Our strategies for each genocide incorporate both physical and digital aspects of media that millennials engage with most frequently. We have established a common theme that ties all three genocides together as well as furthers the Holocaust Museum's message of learning so as to prevent genocide: START IT, SHARE IT, STOP IT.

START IT: For the Cambodian genocide, we have created disruptive advertisements aimed towards establishing direct connections between millennials and victims of S-21. These advertisements would be placed strategically on sites that millennials frequently visit and in ways they cannot avoid. Such advertisements spur millennials to start a conversation surrounding genocide due to its unique format.

SHARE IT: In regards to the Srebrenica genocide, we have created videos, advertisements, and an online article aimed at building relationships between millennials and victims of the genocide. These will be distributed on social media and news sites where content is regularly shared. By putting genocide in a context that millennials can relate to, they are more likely to share the content, thereby educating themselves and their social networks.

STOP IT: The developing Rohingya situation offers a different challenge because to STOP IT, millennials have to have actions they can take. A call to action is empty if there is no action upon which to act. To that end, the strategy we would suggest combines both informing millennials and creating a sense of urgency. However, since the possible courses of effective action are limited, we decided to turn that challenge on to the millennials themselves, seeking to draw out solutions from the very audience we hope to inform.

MILLENNIALS

An Examination

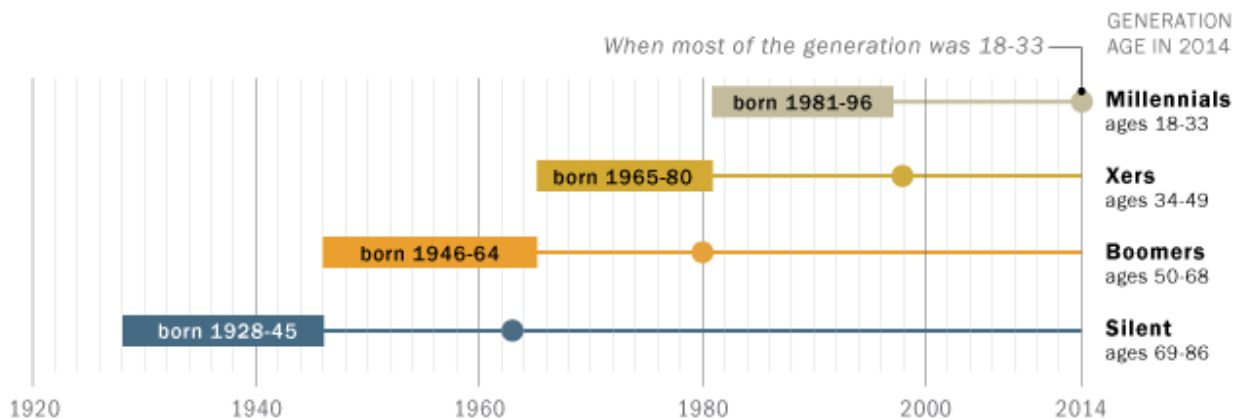
PROJECT OBJECTIVE AND RECOMMENDATION

The challenge we were asked to address was to find a way to engage the millennial audience in the activities of genocide prevention. Millennials are constantly bombarded with stimulating content, making it difficult for academic organizations, like the United States Holocaust Memorial Museum, to interact with this nuanced and fragmented generation.

After seeing how we personally responded and doing research among our peers, we propose that, to engage the millennial generation in issues regarding genocide, the U.S. Holocaust Memorial Museum needs to create content that is educational, entertaining, and socially motivating, all of which is directly tailored to these young adults.

SOME BACKGROUND ON MILLENNIALS

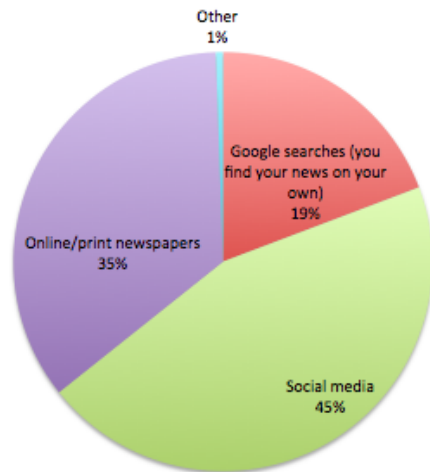
*Statistics and information from Pew Research Center



Millennials are the youngest generation of adults. They are diverse, highly educated, and tend to be more politically and socially liberal. And more than any other generation, Millennials are optimistic of the future. Although they acknowledge that the current economic, political, and social state of the nation is not optimal, millennials believe that their best years have yet to come.

Unlike generations before, they are the first “digital natives.” They did not have to adapt to the technologies that older generations still find difficult to understand. Millennials grew up with cellphones and smartphones and many of them don’t remember a world without computers. Even with the seemingly constant flow of new gadgets and tech updates, technology and social networking technology comes second nature to millennials.

Which types of media outlets do you use as a news source?



As a result, social media now occupies a large portion of their lives. On average, millennials spend up to 18 hours of their day interacting with media – browsing the Internet, connecting with friends, watching TV, and listening to music. 64% of adults, ranging from the silent generation to millennials, are on Facebook and Twitter.

Social media has created virtual communities where millennials can interact with

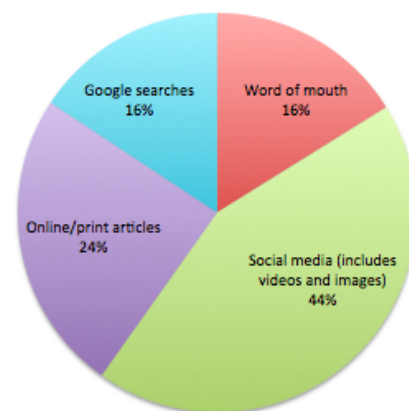
friends and family. They can socialize, discuss social issues, and engage in debates – all while feeling connected to a larger community. These new social platforms have allowed for more information to be shared in numerous ways that were not available to the previous generations.

While baby boomers received their news from local television and newspapers, millennials rely on social media platforms to get their news. An informal survey of 150 people conducted by the Washington Media Institute found that 45% of millennials use social media as a primary news source.

While millennials still engage with news articles, the majority of respondents did so by clicking on posts shared by a specific newspaper’s social account. They are more familiar with news sources that provide information in an informal setting. On average, millennials have heard of BuzzFeed, which is both online and social, at a significantly higher rate than *NPR*, the *Washington Post*, and *MSNBC*.

Millennials also want to appear knowledgeable so as to not be left out from what others are doing. They want to be able to share their newfound knowledge with their friends and their social network more broadly.

How do you learn about and engage with issues you are interested in (i.e. entertainment, social justice, education, etc.)?



To do so, millennials often share posts on Facebook or retweet on Twitter. 43% of Facebook news consumers post or share links to stories. These users hope to actively educate and engage their friends about a specific issue or news story in which they are interested.

Users are also able to show their friends on social media that they are aware of an issue simply by “liking” a particular post. 60% of Facebook users engage with news stories in this manner. “Liking” requires little effort on the behalf of the user, but still provides the

Percent of Facebook news consumers who interacted with news stories at least sometimes by...



Nearly half of all Facebook news consumers regularly get news on at least



But just...



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benefit of appearing knowledgeable. Even if they do not share this information on Facebook, 64% of users click on links that direct them to news stories. Through sharing, liking, tweeting, and retweeting, millennials can help spread awareness for issues that are lacking recognition.

Millennials also list brevity coupled with stimulating visuals as an important factor in their decision to interact with news. Articles and long texts may be informative and interesting, but millennials prefer to receive information in the form of video and images. Similarly, millennials also enjoy taking quizzes, playing games, or other online content that actively engages them.

Furthermore, the widespread use of mobile phones has ensured a seemingly constant connection to social media and news updates. This technology connects users to friends and family, as well as traditional news sources, with the touch of a button. Twitter and

Mobile Drives Online Traffic

 **39** out of 50 news sites get more traffic from mobile devices than from desktop computers

BUT



For only **10** out of 50 news sites mobile visitors spend more time per visit on the site than desktop visitors

Source: comScore Media Metrix, January 2015, U.S.

PEW RESEARCH CENTER

Facebook, popular mobile apps, allow for nearly instantaneous responses, providing millennials the ability to always be “in the know.”

While on their mobile devices, users access the same content as they would on a desktop computer. In fact, most news sources receive the majority

of their site traffic from mobile phones, indicating not only the popularity of mobile apps, but also the desire for users to receive constant updates while on the go. However, an overwhelming majority of users spend shorter amounts of time on the mobile sites than their desktop counterparts.

The information that is being communicated via social media has not changed in comparison to its traditional news counterpart; however, the method in which the information is delivered has changed. Not only have new social media and news site emerged in order to cater to millennials’ online behaviors, but even traditional news sources have adapted their formats to appeal to this growing audience.

WHY THE MILLENNIAL GENERATION IS IMPORTANT

As of 2015, millennials now make up the largest portion of the labor force. Millennials are rapidly coming of age, becoming the buying majority and taking positions in political office, meaning this generation is now the key demographic for marketing and social engagement.

Furthermore, while millennials were the first “digital natives,” each subsequent generation will also be “native.” While social media practices may change and new platforms may appear, the online behaviors millennials are accustomed to will influence how future generations engage in our digital society. In short, the millennials are the future that has arrived and hence needs to be engaged.

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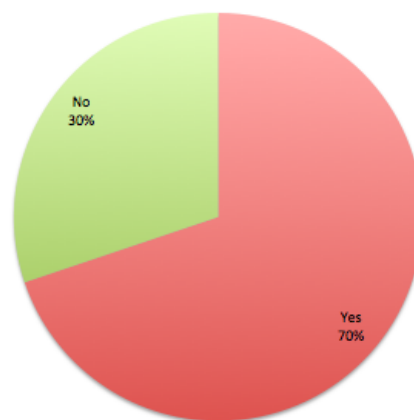
MILLENNIALS AND GENOCIDE

The U.S. Holocaust Memorial Museum provides visitors an informative exhibit of the Holocaust. However, once outside of Washington, DC, the Museum would appear to not have had great impact engaging the millennial generation with the issues of genocide. While our survey indicated that an overwhelming majority of millennials are interested in learning more about genocide, most do not act on it.

More specifically, while they may know the definition of genocide or are familiar with the Holocaust from what they have learned in school, many do not know about recent genocides and other atrocities. Their knowledge on these topics is limited and, as there have been few serious efforts to engage them, millennials have had little incentive or desire to become involved in these issues.

In order to engage millennials, more strategic efforts need to be made to appeal to this generation. It is not that millennials are lazy; in fact it is quite the opposite. They are interested and involved in numerous issues. But what is keeping them from engaging in issues of genocide is simply that there is currently no reason for them to

Are you interested in learning more about genocide?



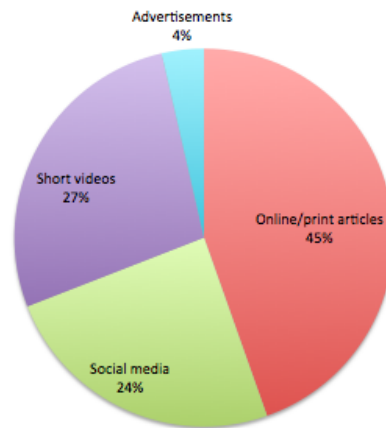
engage. They are swarmed with entertaining videos and quizzes, short news updates, and hashtags. In order to captivate millennials, digital content must adapt to the needs of the generation. Content must distract them from the whirlwind of posts.

As millennials, we have come to understand that our generation interacts in a viral world that is constantly flooded with information. If a post doesn't interest someone, chances are they won't click on the link. This is not because they do not think that the issue is important, rather because it is not presented in a unique way. There are hundreds, if not thousands, of alternate

posts to read and issues to engage in at any moment. Messages must therefore be concise and enjoyable in order to enthrall millennials. 140 characters replace paragraphs and videos replace dry articles. So what does that mean in practice for the Holocaust Museum and its goals of genocide prevention and understanding?

What follows represents our suggestions as to how to engage millennials by focusing on three particular atrocities: the genocides of Cambodia, Srebrenica, and, the atrocity in the making, the Rohingya. We aim to target millennials by utilizing eye catching images, social media, and creating correlations between modern American culture and genocide.

How would you prefer to learn about genocide?



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CAMBODIA

Start it

HISTORY

The Khmer Rouge perpetrated the mass killing of about 2 million Cambodians between 1975 and 1979 under the rule of Saloth Sar, better known as Pol Pot. The Khmer Rouge exploited Cambodia's instability, taking advantage of the fear created by the U.S. bombing of the Cambodian jungles to grow in strength and ultimately seize power after the fall of Prince Norodom Sihanouk.

On April 17, 1975, Khmer Rouge troops seized the country's present day capital Phnom Penh and established the communist authority, renaming the country the state of Democratic Kampuchea.

Pol Pot's goal was to have a classless, purely agrarian society by removing all social institutions and influential persons of any kind under the ideal that peasant farmers were the only true working class and that agricultural work was the main factor for success. Pol Pot believed that if people could live in a country of peasants, he could get rid of feudalism, capitalism, and all forms of corruption.

The Khmer Rouge conducted massive evacuations of all cities, forcing people into the jungle, to jungle farm camps or into prisons. These evacuations forced urbanites, educators, intellectuals, professionals, Buddhists, monks, Muslims, Vietnamese, people of potential influence, individuals suspected of contact with western countries, and many more into camps and prisons where they were forced to labor on farms and were often murdered or tortured to death. Prisoners were often tortured to death or murdered with many perishing on the long journey to these farms and torture centers from starvation and disease.

At the most infamous site, Toul Sleng Prison (formerly a school) better known as S-21, brutal torture methods were used to force prisoner confessions. Around 20,000 prisoners entered this prison. Only seven are known to have made it out alive.

On January 7, 1979 Vietnamese troops invaded Phnom Penh and the Khmer Rouge leaders fled west to the Cambodian and Thai border.

IMPORTANCE

The importance of the Cambodian genocide comes from the sheer magnitude: millions of people seemingly unjustifiably killed and tortured. It was genocide based on policy rather than the more common basis of religion or ethnicity. By sharing victims' stories and raising awareness, we can bring recognition to the many innocent individuals whose lives were taken. If executed in a way that establishes

importance and relevance through the appropriate channels, millennials are a generation that will seize the opportunity to teach and encourage each other to achieve greater social action and the make them the generation that makes sure this does not happen again.

OBJECTIVE

The objective of this campaign is to peak millennials' interest and awareness in issues of genocide via highly impactful visuals so that they will start and become engaged in conversations about genocide and how to prevent it in the future.

Millennials are a highly visual generation. Strong disruptive visual content will draw direct comparisons between American and Cambodian culture so that these issues are made relevant and important.

Millennials connect with one another through social media more than any other method. Once millennials care about the issues they can begin to share the created content through social media channels and word of mouth, essentially educating one another. Our highly flexible content can be made available through Twitter, YouTube, Instagram, Facebook and Pandora, allowing conversation to flourish.

Encouraging millennials to share and educate one another by starting conversations is the first step against ignorance.

Our primary objective was to start the conversation. To get millennials thinking, talking and engaging with this important topic.

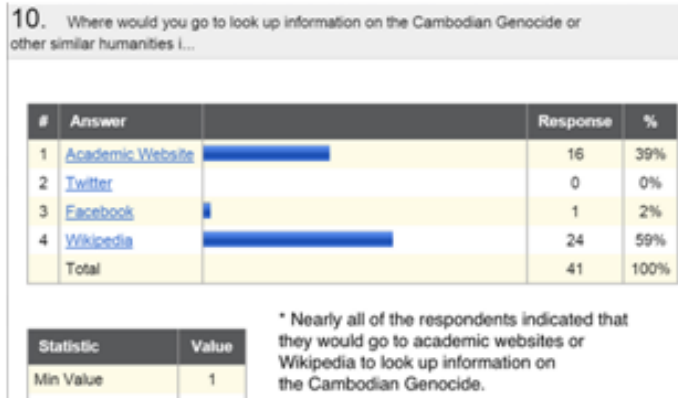
Millennials need to be reminded that atrocities like these have happened, are continuing to happen, and that they have major potential as a generation of activists to help stop it, to be the Generation." Once reminded of their potential as citizens of a democracy, they will be motivated to take real social action through the mediums they connect with best.

EXHIBIT & WEBSITE EVALUATION

We began by going to the Holocaust Museum's website. As we explored the site for information about the Khmer Rouge genocide we found it less than optimal to navigate.

Repeatedly we felt that it would be useful to consolidate the website content to create a more interactive, user-friendly interface encouraging exploration by simplifying multiple complicated menu headers to one concise navigation bar at the top of the page. Drop-down menus can be used for the main headers which cuts down on text, making the site primarily visual.

Millennials are in fact likely to go to academic sites to find out more about genocides it is important to visually grab their attention when they do visit. The articles should include at least one large attention grabbing image at the top that represents what the article is about and embed multiple images or videos throughout the article regarding the content of the specific sections by which they are being placed. To keep the audience



searching throughout the site for further information, the articles should include links that take the readers to other sources within the site. By displaying the content in this manner, millennials are more likely to stay active throughout the site.

Articles on the site should start with more general figures and facts. As the reader moves through the article it

should become more data and information heavy. To maintain the reader's attention, the writer needs to introduce topics quickly then introduce the specifics regarding that topic. The YouTube videos and social media ads and posts have a link that would lead the audience back to the U.S. Holocaust Memorial Museum website c more specifically to the Cambodian information pages. An example of how an article might start could be:

“Originally a school, S-21 became an interrogation center for the Khmer Rouge enemies; only 7 out of the 20,000 prisoners held here, survived. On arrival, the Khmer Rouge took photos of their prisoners before locking them in old brick classrooms. Prisoners were then shocked, beaten and had water poured in their nose in order to extort confessions.

Prisoners would die as a result of mistreatment or, more typically, would be sent to killing centers. Occasionally pictures were taken to record the dead. The motivation behind the Khmer Rouge’s mass murder stemmed from Pol Pot’s idea of “smashing”, which meant extracting and killing their enemies. They would smash the back of the victim’s heads with a heavy object and throw the dead into mass graves called killing fields.”

KEY MESSAGES

Taking advantage of millennials' high usage-rate of social media sites (YouTube, Pandora, Facebook, Twitter and Instagram), we have crafted messages that are built to grab users' attention within these mediums. The hashtag and visual media used for the campaign show the viewer that they can become involved in the conversation with one comment or post which will then further the conversation and maintain engagement. Due to millennials' lack of knowledge on the Cambodian Genocide, we want to grab their attention in order to raise awareness and then educate.

Our hashtag and key messages include:

- Be the Generation, Stop the Genocide
- #GENERationGENocide

8. Do you know about the Cambodian Genocide?

#	Answer	Response	%
1	Yes	12	29%
2	No	30	71%
	Total	42	100%

Statistic	Value

*An overwhelming majority of respondents said that they did not know about the Cambodian Genocide.

9. Please write a brief explanation of what you know and understand about the Cambodian Genocide.

Text Response
View That it happened.
View The mass killing of about 1.5 to 3 million Cambodians began in between 1975 to 1979. The genocide was led by the KR regime.
View Mass killing for agriculture
View I don't know much about it, just heard that it had occurred.
View I know other genocides happened besides the Holocaust.
View Just know it happened.
View Communist forces attacked and started a regime that lasted (I believe) about four years.
View Political and social turmoil
View It was about a dictator who killed innocent people for based i think religion and class structure
View Where 25% of the population was decimated in 3 years.
View massively kill
View A revolutionary group wanted to reform Cambodia into an agrarian society based on a communist model. They ended up massacring millions of Cambodians.

- Start the Conversation (Convo)

Be the Generation, Stop the Genocide

#GENERATIONGENOCIDE

The phrase ‘Be the Generation, Stop the Genocide’ is a call to action to all millennials who may or may not know about the genocides that have occurred since the Holocaust. This call to action also raises awareness and goes hand in hand with our hashtag #GENERATIONGENOCIDE. When deciding on a hashtag for the campaign, we left it to millennials to choose which one they found to be more impactful.



13. Which of the following hashtags do you think is most appropriate to accompany the ad you just saw?

#	Answer	Response	%
1	#CambodiaHappened	8	20%
2	#GenerationGenocide	16	39%
3	#HonorealsGenocide	11	27%
4	#GenerationChange	6	15%
	Total	41	100%

*The most popular hashtag was #GenerationGenocide.

Using the hashtag will also make it easy to search and categorize posts throughout different social media.

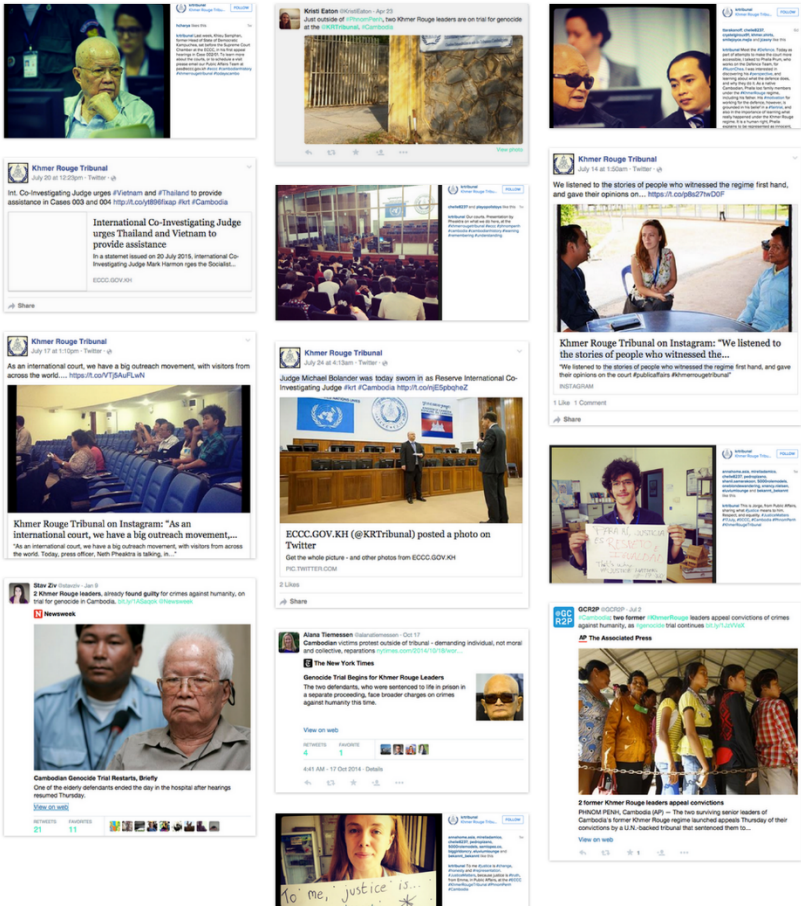
The goal of using the hashtag and the messages is to unify the overall goal of having millennials spread the conversation, educate themselves, and take action against such mass killings that continue to happen.

Start the Convo

“Start the Convo” (short for “Start the Conversation”) is the call to action phrase being used to keep the entire initiative current and millennial friendly. It is a simple phrase that asks a lot of millennials but makes it easy through the use of social media. By having a conversation about past and present issues we, again, educate millennials and raise awareness. To keep an online ‘hub’ of the conversation, we are pushing for the #GENERATIONGENOCIDE hashtag to be used on all posts.

START THE CONVO.

The other part of “Start the Convo” comes from the museum taking action by starting the conversation. To make Cambodia relatable to millennials, we think that the museum should start by making posts on the tribunals of the Khmer Rouge leaders, many of which have been unjustly closed and others of which are ongoing. Another topic of interest to start the conversation is that of the perpetrators of the Khmer Rouge who still, to this day, hold positions of power or authority. Contextualizing the genocide that happened over 35 years ago shows how slow the process has been towards a resolution. It will also create more traction online by showing millennials how their actions matter and how they can make a difference on something that happened so many years ago.



To showcase the ongoing conversation, we are suggesting adding a social media aggregate wall onto the U.S. Holocaust Memorial Museum website. The aggregate wall is a collection of all posts currently going on about the conversation using the hashtag. It automatically updates itself whenever a new post or comment is made using the hashtag. It is flexible in

regards to content update as it can be filtered by hashtags or keywords and phrases. The aggregate wall will serve as another way to drive traffic to the site and as a simple tool to keep the website constantly up to date.

STRATEGIES

Fear of Missing Out (FOMO)

Fear of missing out (FOMO) is when millennials do not want to be the only ones to miss out on an event or opportunity. When Millennials look at their social media and see what friends have posted from a concert, movie or other activity, they will feel left out because they were not at that event.

The #LoveWins movement with gay rights is an immediate example of how FOMO led to unexpected participation and activism. The #LoveWins movement grew exponentially. Initially many people may have not felt extremely passionate about marriage equality until momentum started building with friends and peers attending pride events. Once notice was taken of the heavy sharing of hashtags, photos, and other digital content regarding gay rights, they decided to join in so as not to be left out of the conversation.

Millennials will want to keep up with issues so they would be interested in our cause of "GENERATION GENOCIDE." Once they see our advertisements on social media or out in public they may feel left out and want to post about it in order to catch up with the current conversation of Cambodian Genocide. For example, the current tribunals going on for the Khmer Rouge that are being prosecuted for their role in the Cambodian Genocide. Millennials would educate themselves so they can post about the genocide or the tribunals. Then they would educate others so they can show they know about genocide and are a part of the large group of people trying to prevent genocide. We use play on words to further emphasize how crucial millennial participation is to preventing current and potential genocides from worsening or occurring altogether GENocide.

Social Media Activism

We use a unifying hashtag (#) to encourage word-of-mouth through social media; we will be using #GENERATIONGENOCIDE for our campaign. As established before, millennials use Twitter, Facebook, Instagram, Pandora and YouTube daily, so we chose those locations to place ads in order to have our core audience view our content. They would therefore be more apt to spread the hashtag or information about the Cambodian Genocide because these formats come naturally to them.

Disruptive Advertising

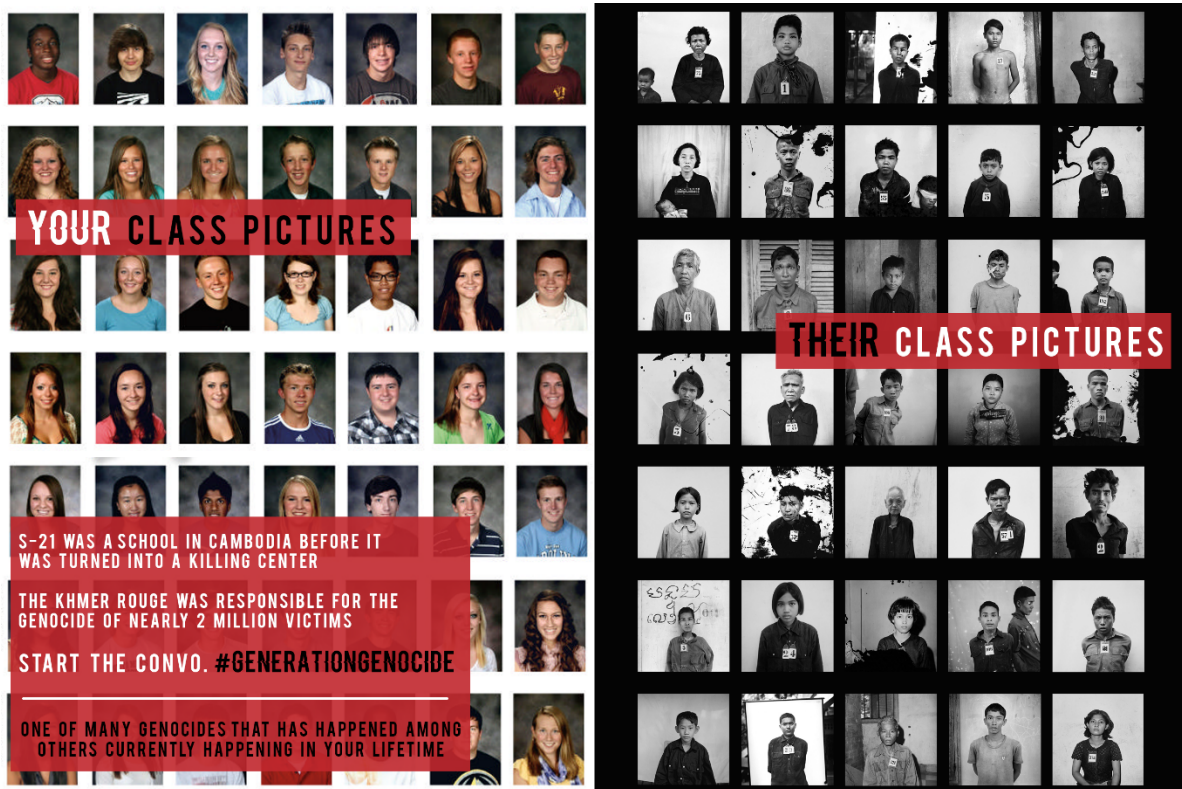
Disruptive advertising is a form of advertising in which messages are received by viewers in such a way that disrupts their typical media consumption habits. It is often seen in non-profit organization advertisements like Truth Campaign and ASPCA ads. These types of ads are meant to evoke feelings like discomfort, guilt, or shame often with graphic images or jarring audio. Our approach to disruptive content will also be invasive in the sense that it cannot be avoided. Ads and banners in digital versions can be delivered as unskippable ads on YouTube, Pandora, and Instagram and also shared through social media ubiquitously.

With our content having strong images with as little text as possible, a quick glance is enough to make an impact that will create visual and cultural clashes between Khmer Rouge controlled Cambodia and American millennial culture. Our ads and videos will shock them into thinking about the Cambodian genocide, whether or not significant attention was devoted to the content. Our videos try to relate to the American rites of passage to the suffering of Cambodians.

The scarf poster also relates back to Millennials. Because scarves are a current fashion trend, the poster may just look like another Macy's or J. Crew ad. However, when the viewer notices the other side of the poster they become shocked as scarves are now associated with death. Once again the viewer will stop in order to understand the reason behind such shocking images for the ad. The viewer may then take that information with them, look it up later, use the hashtag, take a picture of the ad and post it on Instagram, all of which will help get the conversation started.

Posters

The idea behind the design of the “Class Pictures” poster is to clash American millennial culture with that of the Cambodian suppression under the Khmer Rouge. On the left, or “Your class pictures” side of the poster, are class pictures of students that are typically found in modern yearbooks. On the right, or “Their class pictures” side of the poster, are pictures taken of victims at S-21, a killing center that was once a primary school.



As the youngest millennials are just now entering college, this ad will evoke a sense of nostalgia for high school and even their embarrassment of their yearbook pictures. The juxtaposition of their images with the shocking images of the prisoners establishes impact and evokes guilt. Added information about S-21 in the poster is given in order to give context to the Cambodian prisoner pictures. The #GENERATIONGENOCIDE hashtag is

present in order to incentivize millennials to “start the conversation” on social media. The colors of black and white with pops of red are dramatic and will draw the attention of viewer’s eye. The specific typefaces will supply greater impact, while remaining simple and clean as to keep focus on the pictures.

13. Which of the following hashtags do you think is most appropriate to accompany the ad you just saw?

#	Answer	Response	%
1	#CambodiaHappened	8	20%
2	#GenerationGenocide	16	39%
3	#IgnoranceIsGenocide	11	27%
4	#GenerationChange	6	15%
	Total	41	100%

*The most popular hashtag was #GenerationGenocide.



Our second poster is of an American millennial fashionably wearing a scarf juxtaposed with a Cambodian woman wearing a garment as she kneels above a body. The idea behind this design was again to evoke feelings of guilt with millennials to encourage self-education, sharing of knowledge, and future action. Relevancy is established by depicting an image of a happy American millennial wearing a scarf as would commonly be seen in fashion and pop culture, which many could relate to. The cultural clash is created by the image on the right because to the Khmer people of Cambodia the “scarf” is a traditional garment that became an identifier for victims and victimizers. The triviality of the “scarf” is eliminated through the impactful image of suffering. The only stylized font focuses on the phrases “fashion statement” and “death sentence” to create that cultural clash we intended for the millennial audience. We include the hashtag #GENERATIONGENOCIDE in this ad as well in order to build a cohesive brand and to encourage millennials to “start the convo” as with the other poster. Color and typeface choices are the same as with the previous poster design for cohesive branding.

Videos

The class picture videos brings the “Picture Day” poster to life. For both the 15 second and the 30 second versions, we included photos from the poster of both American teens and S-21 victims. By starting with the typical American picture day scenes and then abruptly transitioning into the photos of the S-21 victims, you create a disruptive shock effect. As with the print ads, the videos catch the viewer’s attention by making it difficult to look away. The eerie background music and its gradual increase in speed set the stage for the photos of the S-21 victims while simultaneously adding to the intensity of the impact. The colors (red, black and white) were chosen to keep it cohesive with the posters, to add drama and to emphasize the images and text.



Our third video is purely still images and a voiceover which is meant, most specifically, for advertising platforms that do not need visuals in order to capture attention and get the point across. The voiceover simply states, “what were you dreaming of when you were seven?” a question that catches the listener off guard and makes them wonder as to what the ad could be referring to. This way, if a listener

isn’t looking at the screen of the device they will hear the strong voiceover that will spark their curiosity causing them to look at the screen and look deeper into the ad. Being that the video is only 15 seconds long, it could also be used in platforms such as YouTube, and Pandora where 15 second ads cannot be skipped. The goal of the videos are to grab attention and drive millennials to the museum’s website.

Distribution

We would suggest using traditional outdoor ads such as billboards, bus stops, makeshift construction walls, museum walls, subway stations to post the image. These are strategically selected in order to coincide with locations that many people pass on their way to school or work.

The ad could also be printed in magazines or newspapers because millennials may have subscriptions to either of these. This is yet again another location where millennials would see the advertisements (these might be offered as public service announcements). We are trying to bombard millennials with these images so they become almost constant reminders of genocide.

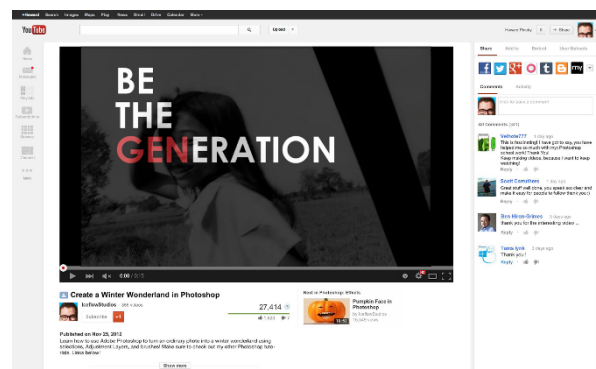
We would also use social media to spread the posters. These images can appear on Facebook, Instagram or Twitter.



Facebook is a good platform because many millennials use Facebook to get their news and search for interesting articles as well as to look at pictures. We would post the picture of the poster as well as tag the U.S. Holocaust Memorial Museum in order to provide the link back to the website.

Twitter is another place where we would have both the photo and the link to the USHMM website and create “trending” conversations (the topics are being talked about the most at that time). We will post the photo with the link and have people retweet the photo in order to spread the information and start the conversation when they comment on their retweet.

YouTube is another great platform for the video content. YouTube has a 15 second limit for non-skippable advertising; this way the viewer has to watch the entire ad before watching their selected video. Millennials like YouTube because there is always new content being added and many viral videos are located on this site. Furthermore, the large audience base ensures that a greater number of people will view the advertisement.





Instagram has a maximum limit of 15 seconds for their video content. Once posted on Instagram, followers will be able to like or share the video, which will help them engage in the conversation regarding the Cambodian genocide. It is a visual-heavy social media site, so the ads would do well there as they would blend in with other pictures that people post.

The visual intrigue of Instagram keeps millennials on their site scrolling through pictures, so when our ad appears it would be different and shocking in comparison to the usual more optimistic photos they're used to.

The YouTube videos and Instagram posts will link back to the Cambodian information page on the U.S. Holocaust Memorial Museum's website. Then viewers who were interested in this topic will have the resources available to learn more about the

genocide.

As indicated in our informal survey, many people would look up information on the Cambodian genocide because they were personally interested in the issue. The links attached to the content will therefore help transition millennials from being a passive viewer to an active participant in a conversation to prevent genocide.

OVERVIEW

- Millennials are interested in learning about Genocides, but the majority are unaware of the Cambodian genocide.
- Although Wikipedia is the go to place for millennials to get information, academic websites are also popular.
- Our survey results indicate that millennials would look into the topic of genocide for self-interest. This provides a good foundation for "Start the Convo," to generate interest on the topic and continuing the conversation with ease.
- The majority of millennials found the proposed ads are impactful and engaging.
- #GENERATIONGENOCIDE had the highest rating of all proposed hashtags, thus becoming the campaign hashtag.

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SREBRENICA

Share it

HISTORY

After the Second World War, the Balkan states of Bosnia-Herzegovina, Serbia, Montenegro, Croatia, Slovenia and Macedonia became part of the Federal People's Republic of Yugoslavia. The fragile country was held together by the Yugoslavian leader Josip Broz Tito in 1980. After his death, a growing sense of nationalism amongst the various Yugoslav nations ignited a spark of conflict and the member states broke away as independent countries.

Bosnia declared its own independence after a referendum vote on March 3, 1992. Bosnian Serbs, however, wanted to remain part of the dominant Serbian state in the Balkans. In early May 1992, Bosnian Serb forces with the backing of Serbian President Slobodan Milosevic and what remained of the Serb-dominated Yugoslav army launched their offensive with a bombardment of Bosnia's capital, Sarajevo. By the end of 1993, Bosnian Serb forces were in control of nearly three-quarters Bosnia.

By the summer of 1995, three towns in eastern Bosnia—Srebrenica, Zepa and Gorazde—remained under control of the independent Bosnian government. The U.N. had declared these enclaves “safe havens” in 1993, to be disarmed and protected by international peacekeeping forces. However, on July 11 Bosnian Serb forces led by Ratko Mladić advanced on Srebrenica, overwhelming a battalion of Dutch peacekeeping forces stationed there. The Dutch forces had repeatedly asked for aid from the U.N., but help had either been denied or delayed.

Once in control, Serbian forces began separating the Bosniak civilians at Srebrenica, putting the women and girls on buses and sending them to Bosnian-held territory. Some of the women were raped or sexually assaulted. The men and boys who remained behind were killed immediately or bused to mass killing sites. Men who had fled into the mountains to escape to Muslim controlled territory were hunted down and either killed where they were found or taken to the killing sites.

The Srebrenica memorial has listed the number of Bosniaks killed by Serbian forces to be 8,372.

IMPORTANCE

The importance of bringing events at Srebrenica to the greater public consciousness comes from the fact that this genocide occurred in Europe over 50 years after the Holocaust, and yet many, even most, have no idea that it ever occurred. This genocide occurred even as the western world believed it was impossible for it to happen again on European soil, in a “civilized society”. It is important then for the public to know about Srebrenica to see that genocide can occur anywhere, to any people, at any time in history. Only when this is recognized and remains in our memories can we then proceed to recognize and prevent current or future genocides.

OBJECTIVE

The objective of our campaign and corresponding materials is to get millennials to share the content and information with one another. By sharing, the public can become more aware of the past genocide and work towards recognizing and preventing current or future genocides. By creating shareable content, we hope to use millennials extensive social and online networks to start a shift in just talking about genocide and trying to prevent it.

EXHIBIT & WEBSITE EVALUATION

When looking at the museum’s website for Srebrenica, we had a few suggestions so as to keep millennials more engaged with the content and stay on the site.

The first suggestion is to embed the video content the museum has gathered into the information. For example, on the page marked as “Background”, having a video of a news report from that time describing the situation would be a great way to keep millennials who are not prone to reading on the page as they can just sit back and watch the information. Another great example for this is the “violence” page. We have found videos from the museum of survivors, reporters, and even the perpetrators describing their experiences throughout the war and genocide. Pairing this with the written information would be invaluable as viewers, captivated by the stories after seeing the short videos, would be more likely to read the information and learn more.

Embedding more visuals within the pages, such as maps, images, even short memes, would also be a great asset to the website. The walls of text that greet visitors to the website are off putting. Millennials especially want to get their information quickly and in the most efficient manner. Interrupting the text with images will make the text seem shorter and more manageable to read.

The biggest suggestion however would be to give each genocide it's own separate website in conjunction with the museum's. The content for the Srebrenica massacre was found on many different pages and links, making it very hard to find specific content or information.

KEY MESSAGES

With the goal of our project to inspire millennials to share the facts about Srebrenica we developed three themes around which to focus our campaign.

Our hashtag and key messages include:

- Never Again, Again
- #forgottenfaces
- SHAREbrenica

Never Again... Again Brand

We have created the “Never Again, Again” brand as an overall theme under which the museum could apply to all future content that informs people about genocide. While researching the genocides the museum is presenting, we realized a common slogan throughout the building: the sign “Never Again”. This, we thought, was contradictory. Although the world has constantly repeated this saying, and has made pledges time and again to stop genocide, “never again,” has in reality become “again” with genocides such as Cambodia, Rwanda, Darfur, and even the progressing Rohingya situation.

We have changed the slogan to “Never Again, Again” to represent how the world is constantly saying that they will never allow genocide to happen again, and yet it continues. We hope that by blatantly calling out this contradiction we can bring more attention to the fact that genocide did not end with the Holocaust, and that genocide remains a



very real threat. The wording of the new brand can also be used to bring awareness to contemporary genocide as it can be read as a call to vow for “Never Again” again to help prevent current genocides.

This logo will be consistent throughout the campaign and all content that we create. It is the centralizing theme that ties together the point of why Srebrenica is important to be aware of and spoken about.

#Forgotten Faces

For the Srebrenica genocide specifically, we have created the #ForgottenFaces campaign as a compliment to the “Never Again, Again” brand to focus audience attention on the people who were victims of this genocide. We have made this campaign into a shareable hashtag, #ForgottenFaces, that can be used on multiple social media sites such as Facebook, Twitter, Instagram, etc. so that the audience can easily find all the information and material on Srebrenica when prompted to learn more.

The point is to use the hashtag to confront audiences head on with the victims they have forgotten, or never even knew about. Inspired by the popular “First World Problems Aren’t Problems” campaign, our goal is to take these tough issues and give it context to millennials. The hashtag would act as a vehicle from which millennials can share the media.

Since Millennials are drawn to media that relates to or reminds them of themselves, relating the genocide to them directly is the best way to ensure engagement and interest. Because we are putting the material in a millennial context, the materials will also be used more to catch attention than educate. The hashtag also allows The Holocaust Memorial Museum to share the Srebrenica content on their Facebook and Twitter Accounts. USHMM’s Facebook followers’ number 122,000, and 221,000 followers on Twitter, a largely untapped audience. Creating a campaign and an interactive hashtag caters directly to this audience and allows these followers to easily share the content, causing more attention from a larger pool of people.

SHAREbrenica

At the end of our shareable content, we have included the phrase “SHAREbrenica.” Aside from being a play on words with Srebrenica, we have included this phrase as a way to call millennials to action by sharing the content. Although the Srebrenica genocide has ended, that does not mean that the tragedy for many of the people, nor genocide itself is over. We are calling on millennials to share the story of Srebrenica so that we don’t forget the faces of these victims, and so that we don’t forget about genocide. By sharing their stories, we hope to enlighten the public more on the horrors of genocide, and get them interested enough to make an effort to prevent and stop future and current genocide.

News Article

As the target audience is young people who live in a developed nation, it is highly unlikely that they can fully comprehend the atrocities of contemporary genocide. The solution to this is to put it into a perspective they can relate to by placing the genocide within their own country.

This solution would be an article that integrates text and graphics to make it more appealing. We have created an “Imagine If” article, placing the atrocities that happened in

The Srebrenica (pronounced: shre-bra-nitz-a) genocide was the worst genocide on European soil since the Holocaust and yet, many in America are unaware of the events that unfolded in modern Europe. This happened, these are the facts. The UN was established in 1945, after the Holocaust, as a worldwide vow that we would never allow this to happen again. Never again should be more than just a slogan

#ForgottenFaces



Srebrenica in the U.S., specifically in a war between Texas and California. At the end of the article, the switch is made to enlighten millennials that this is not a hypothetical occurrence, but an actual genocide that occurred in Bosnia. A short video at the end of the article, entitled “Forgotten Faces”, will help sum up the most important parts of the genocide. By explaining to the audience how many men died in the tragedy, the videos then highlights the tragedy with three poignant

clips--a man being taken prisoner, a mother crying for her son, and men being lined up to be killed--are interspersed with images of the victim's faces slowly disappearing.

Millennials will be drawn to the article due to its provocative title. Whether believing it to be a joke or a serious article, people will be shocked by the headline and will be compelled to read on and get the facts. In doing so the situation be put into a perspective that is attention grabbing and understandable. The video at the end will also engage them and provide a better context for the audience to understand the situation in its real context rather than the one constructed for them.

Distribution of the article could be done in partnership with popular millennial content sites such as BuzzFeed. With over 39 million millennial readers, an article put on BuzzFeed

is a great way to immediately get clicks from the target audience. Readers can access the article directly through the site's homepage, or can click on it when BuzzFeed shares the article with its followers on Facebook.

The image is a screenshot of a Facebook post. At the top, there is a search bar and navigation icons. The post is from 'BuzzFeed' and is categorized as 'Politics'. It features a large image of people in a field, some holding up their hands. Below the image is the article title 'Imagine If: San Francisco Genocide' and a sub-headline 'The genocide you never knew you didn't know'. The BuzzFeed NEWS logo is visible. To the right of the main post are several sponsored ads: 'JibJab.com', 'Shop Windows 8.1', 'Who Do You Think You Are?', and 'Increase Web Traffic Now!'. Below the main post, there is a 'World' section with another image of a crowd and the same article title 'Imagine If: San Francisco Genocide'.

IMAGINE IF: SAN FRANCISCO GENOCIDE

Fifteen years after 9/11, the last attack on American soil, tragedy has struck the American people again. Texans have entered the designated safe city of San Francisco and slaughtered an estimated 8,000 Californian men and boys.



The siege on the city began on July 11th when Texan forces came across the Golden Gate Bridge from Marin County into the city of San Francisco and overran federal troops assigned to protect the city. Unable to fight back, the federal troops could only watch as the men and boys were separated from the women. As men were led to be held in warehouses, women were packed onto buses and deported from the city. Rampant cases of rape and sexual assault have been confirmed.



Once confident that they had complete control of the city, Texan forces began to commit a mass massacre, the likes of which have not been seen since the Holocaust. Some men, sensing the impending doom, tried to flee into the Bay Area and the East Bay. For days they hid among the trees and tried to make it North towards Napa Valley. However, many were hunted down and either killed on the spot or recaptured.



Mass evacuations of mostly blindfolded Californian males to execution sites began on the evening of July 13th. Mass executions took place for about three days, killing off a majority of the male refugees in San Francisco. The death tolls range from around 7,000 to more than 8,000.



Tensions between Texas and California have been simmering for years. Unable to accept the growing economic power of the California tech industry rivaling their Texas's healthy oil rich economy, Texans initiated a power grab by attacking California earlier this summer.

After weeks of attacks on the entire state, the federal government intervened and announced the cities of Los Angeles, Santa Cruz and San Francisco as protected areas for the citizens of California. Federal troops assigned to protect San Francisco, however, were ill equipped and understaffed despite guarantees that the area was heavily protected.



*Despite desperate calls from federal troops for more assistance, help was either **delayed or denied.***



Hard to believe that this would happen in America. Hard to believe it would happen in general. But it did. In 1995, after the fall of Yugoslavia, Christian Serbian troops invaded the Bosnian town of Srebrenica, the UN designated safe zone, and massacred 8,300 Bosnian Muslim (Bosniaks) males.

The sad role of the fictional federal troops was played by real United Nations soldiers who were overrun and, receiving no support, failed to protect the Bosniaks as had been promised.

The Srebrenica (pronounced: shre-bra-nitz-a) genocide was the worst genocide on European soil since the Holocaust and yet, many in America are unaware of the events that unfolded in modern Europe. This happened, these are the facts. The UN was established in 1945, after the Holocaust, as a worldwide vow that we would never allow this to happen again. Never again should be more than just a slogan.

Survey Results:

We conducted an informal survey of fourteen millennials to gauge their reaction to the article and accompanying video. The following are our results:

1. A majority of the respondents reported that they were engaged by the Forgotten Faces video.

1. Did this video engage you or did you get bored? <https://www.youtube.com/watch?v=lxB2kfldjZE>

#	Answer	Response	%
1	Very engaged	3	21%
2	Somewhat engaged	9	64%
3	Got bored	2	14%
	Total	14	100%

2. All but one of the respondents said that the video complemented the article

2. Do you think that the Forgotten Faces Video complements this San Francisco genocide article? Please explain briefly.

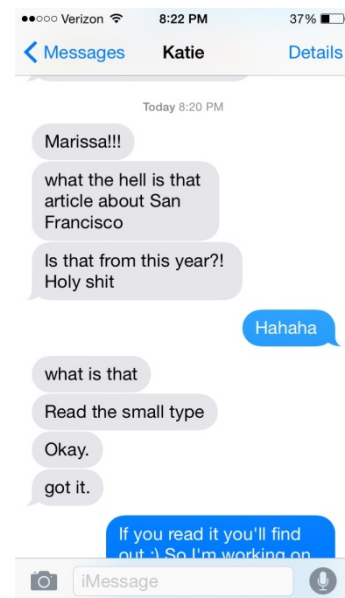
#	Answer	Response	%
1	Yes	12	92%
2	No	1	8%
	Total	13	100%

3. More than half of the respondents reported that writing the article in an American context helped them understand and become interested in genocide

3. Does putting the Srebrenica genocide in an American context help you understand and become interested in the genocide?


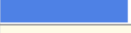
#	Answer	Response	%
1	Yes	7	58%
2	No	5	42%
	Total	12	100%

A response to the article from one of our respondents



4. Most of the respondents said that they would watch the video if it were to show up on



4. Would this be a video you would watch if it showed up on your Facebook or Twitter newsfeed?

#	Answer		Response	%
1	Yes		9	64%
2	No		5	36%
	Total		14	100%

their Facebook or Twitter newsfeed

5. Most people would not watch this video on BuzzFeed.

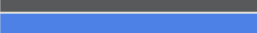

5. Would you share this video?

#	Answer		Response	%
1	Yes		2	14%
2	No		12	86%
	Total		14	100%

While many of the respondents replied that they would not read this on BuzzFeed, the reasons for this was because they did not use BuzzFeed. Because more than half of Web-browsing millennials in the U.S. (75 million) visit BuzzFeed at least once, according to comScore, this sample can be considered within the minority of viewers.

6. Over half of the respondents said that they would not share the video.

6. Did this video make you want to learn more about the Srebrenica genocide?

#	Answer		Response	%
1	Yes		9	64%
2	No		5	36%
	Total		14	100%

43% of Facebook news consumers share news stories on the site. While this is not the majority, it is a significant proportion of the users considering the fragmentation of our media today. This is a significant number of people sharing content that either others will share, or at least click on to educate themselves. In regards to our survey however, the small sample size consisted of a majority of individuals who do not share videos, a sample that cannot be considered definitively representative of the demographic due to its small size and divergence from the norm.

7. A majority of the respondents wanted to learn more about Srebrenica after watching and reading the materials

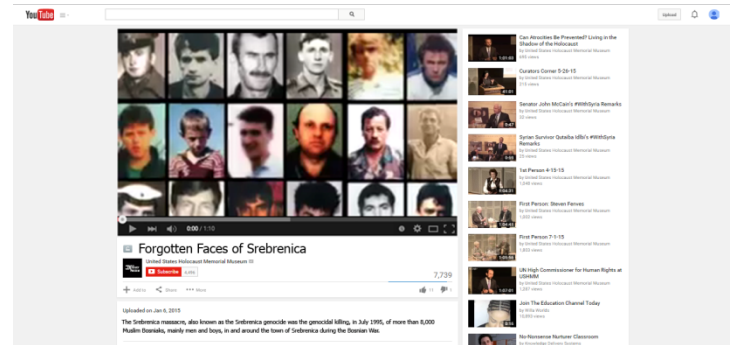
7. Did this second video engage you or did you get bored? <https://www.youtube.com/watch?v=W9-c7HiTQm8>

#	Answer	Response	%
1	Very engaged	3	21%
2	Somewhat engaged	11	79%
3	Got bored	0	0%
	Total	14	100%

Video

As briefly mentioned before, the Forgotten Faces video will be a short, engaging informative piece that shows audiences what happened in Bosnia and sparks their interest to learn more.

The video makes a point to focus specifically on the atrocities that befell the Bosniaks, and highlights the faces of actual victims of the genocide so that the audience can remember their “forgotten faces”, a direct association to the #forgottenfaces campaign. The end of the video then makes a direct reference to how this genocide made “never again become “again”, and appeal to share the video through the catchy title, “SHAREbrenica”.



The second video takes on a more disruptive and unsettling tone for the audience through evoking nostalgia for the 90’s, but interrupting it with scenes from the genocide. Because the video starts with familiar media millennials would have seen in the 90s, the nostalgia factor keeps them looking at the screen, and the catchy “Spice Girls” music sets a playful tone.

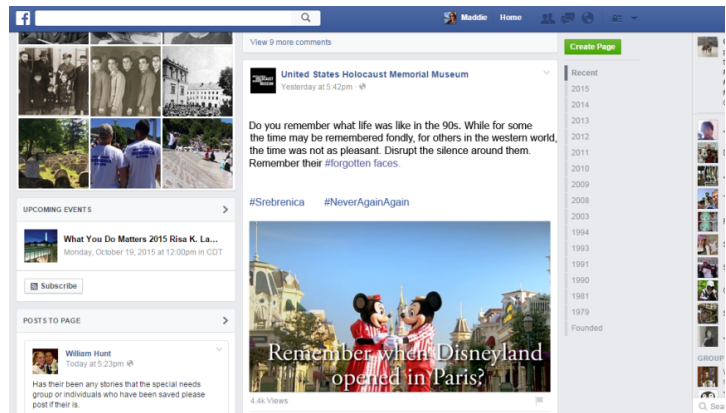
When interrupted abruptly by the scenes of genocide, we are attempting to show them that while these fun experiences were happening, so too was genocide. The video acts as a way to create context for the millennials while at the same time getting them interested in learning more about what happened. This is not so much informative as it is interesting and relatable to the generation birthed in the 90s. The call to action at the end of the video, which our focus group had suggested, would be to simply SHARE our content.

Like the article, the videos could be shared on Facebook and Twitter, and can also be put on the Holocaust museum's YouTube page.

The third video is a short ad. The ad compliments the first video in that it

scrolls through the faces of the victims, giving context to the viewers of how many victims were affected. The "Never Again, Again" brand and the #forgottenfaces hashtag are added at the end to indicate the organization and accompanying social media campaign, with the same message to share the story of Srebrenica (SHAREbrenica) at the end.

The ad can be put on YouTube videos, and due to its short length, it can be an ad that viewers are not able to click past. Should they click on the ad, the browser can then open up to the museum's website to give them more information.



Survey Results:

8. All of the respondents were engaged in this video, although to varying degrees

8. Would you watch this video if you saw it on your Facebook or Twitter feed? Please explain briefly.

#	Answer		Response	%
1	Yes		8	57%
2	No		6	43%
	Total		14	100%

9. Over half of the respondents were likely to watch the video if it appeared on their Facebook or Twitter newsfeed

9. Would you watch this video on BuzzFeed?

#	Answer		Response	%
1	Yes		5	36%
2	No		9	64%
	Total		14	100%

10. An overwhelming majority would not share this video.

10. Would you share this video?

#	Answer		Response	%
1	Yes		2	14%
2	No		12	86%
	Total		14	100%

Again, the comments indicated that the reason for this was that many of the respondents were not in the habit of sharing videos, especially when it came to more somber topics. However, this lack of sharing does not overshadow the fact that many of the respondents themselves would have clicked on it should it have been shared with them, and would have been interested in learning more about the genocide, as the results below show.

11. Over half of the respondents wanted to learn more about the Srebrenica genocide after watching the video

11. Does this video make you want to learn more about the Srebrenica genocide?

#	Answer		Response	%
1	Yes		8	62%
2	No		5	38%
	Total		13	100%

Poster

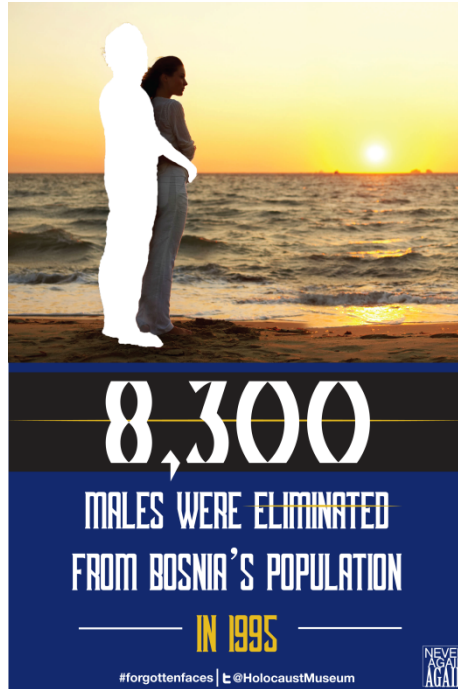
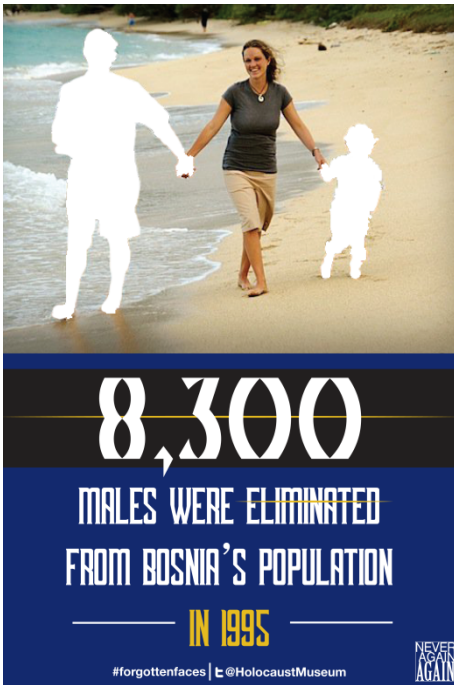
We have created two poster themes to be run in both physical and digital avenues in order to attract millennials both on and off the screen.

The first posters consist of comparing the holocaust to Srebrenica in the most blatant way possible. We have juxtaposed the image of the graves of holocaust victims from the Terezin work camp to the Srebrenica memorial gravesite. A block of text in the middle bridges them together both aesthetically and verbally with the phrase “We vowed never again...but it happened again”. This fits in with our branding of “Never Again Again” by calling out how this vow of stopping genocide has gone unfulfilled, with the intention of provoking curiosity and indignation towards the lack of action that was taken to prevent the genocide. These emotions will hopefully lead viewers to want to learn more about Srebrenica and genocide.



The second poster design is meant to be slightly unsettling, and provocative. The images consist of average Americans, men and women, interacting throughout their lives. However, in these images, there is a disruption by the men literally being cut out of the picture. Underneath is information concerning the number of men “eliminated” or cut out of Bosnian society. The pictures act as a way of drawing Millennials in as they are images of people with whom they

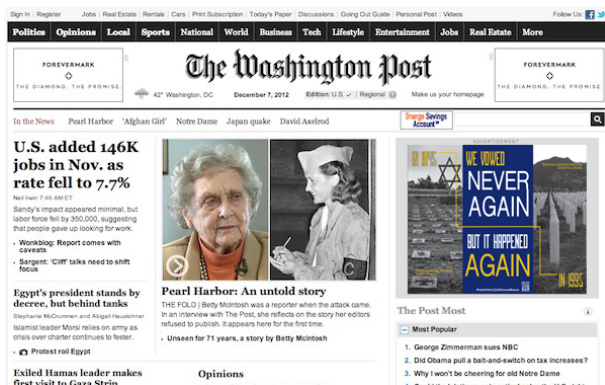
can relate to. Millennials are a visual group, and so the visual disruption of normal life will draw them in, and subsequently lead them to read and learn more from the poster. For the text on the poster, the Srebrenica memorial says that 8,372 men were murdered. To simplify the number for Millennials, we used “8,300.” The wording of “eliminated from Bosnia” was also intentional as “eliminated”, compared to words such as “murdered”, evokes a sense of mystery and curiosity. Millennials reading the posters will be prompted to have thoughts such as “how were they eliminated?”, and “why were they eliminated?” This curiosity will then lead them to find out more.



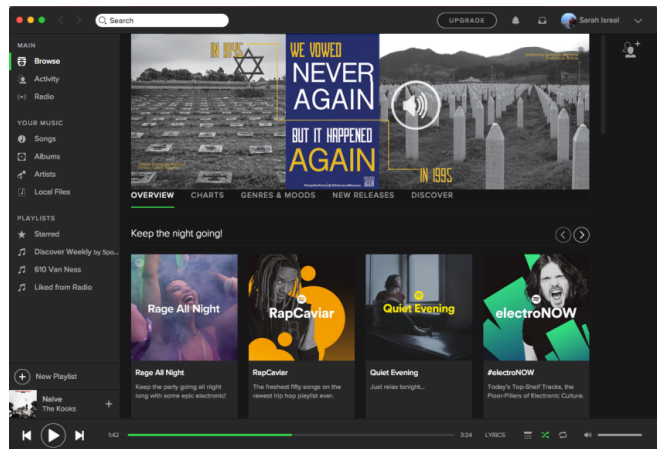
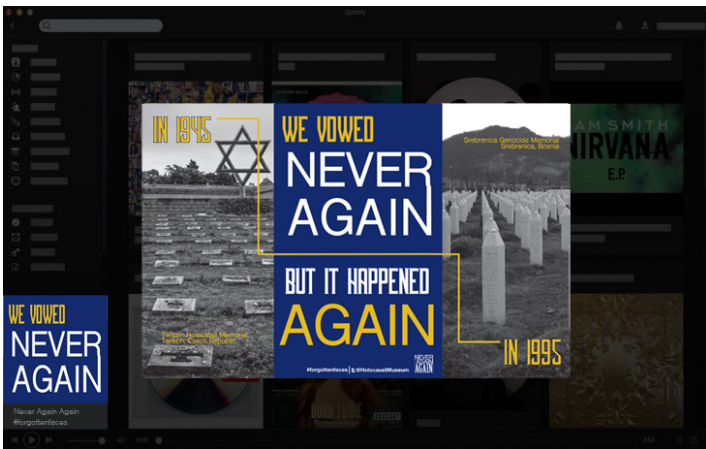
The posters can be distributed in a variety of media avenues. For the second poster design, the images can be used at bus stations where millennials in the city congregate. When waiting for the bus, the images will catch their eye, and as many millennials are on their phones when waiting they are likely to go online to the website or look up the hashtag on the poster to learn more. The long banner poster can be used for the banner posters found in the metro cars, a constant source of attention from travelers as they rush to work in rush hour, or a bored tourist looking for something to stimulate them. It can also be put in billboards around the city, the bright colors catching the eye of audiences as they



walk or drive to work. Digital avenues can also be employed: the banner poster can be placed on the homepage of Spotify, a streaming music of which millennials make up 65% of its demographics. The smaller comparison advertisement can also be used on Spotify as an "away ad", where it will pop up when user activity is down, catching their attention once the users pays attention to the screen. The poster can also be placed in the ad



sections of online newspapers such as The Washington Post.





Survey Results

12. Over half of the respondents said that they would want to learn more about Srebrenica after seeing the comparative poster.

12. If you saw this poster, would you want to learn more about the Srebrenica genocide?

#	Answer	Response	%
1	Yes	8	57%
2	No	6	43%
	Total	14	100%

13. A majority of the respondents would said that they would want to learn more about

13. If you saw this poster, would you want to learn more about the Srebrenica genocide?

#	Answer	Response	%
1	Yes	10	71%
2	No	4	29%
	Total	14	100%

Srebrenica after seeing the disruptive poster.

14. A majority of the respondents would not share the image.

14. If you saw these posters on your Facebook or Twitter feed, would you share them?

#	Answer	Response	%
1	Yes	3	21%
2	No	11	79%
	Total	14	100%

Based on the comments, the respondents had a tendency not to share posters they considered somber or too serious in much the same way they did not want to share videos. The rest were not in the habit of sharing content in general.

15. An overwhelming majority of the respondents said that they wanted to learn more about genocide after seeing the article, videos and posters.

15. Do the videos and posters make you want to learn more about genocide?

#	Answer	Response	%
1	Yes	11	79%
2	No	3	21%
	Total	14	100%

OVERALL

- We found that people who did not respond best to our content happened to be people who are already familiar with and knowledgeable with events surrounding Srebrenica.
- One of our big centerpieces of our content, the article, appeared to have some of the greatest consistency in effectiveness. Many people thought it was a very unique way to contextualize Srebrenica. Many who were unaware of Srebrenica were shocked to learn at the end of the article that an event such as what we described actually happened.
- Our videos were well received. Practically all responses said that all the videos had an engagement factor about them. The short "Forgotten Faces" appeared to be the most popular and the most likely to be shared through social media.
- The 90s video and the general informational video, were well received, but not as likely to be shared on social media. But, if they were titled with an interesting and catchy title and/or description, most people would click to watch them.
- Our poster campaign had some of the best results. Most people said that are posters in particular would make them go and look up more information regarding Srebrenica. Many responses found the photos to be chilling and effective in grabbing one's attention.
- Overall, millennials, like any generation, have variations in how they react to elements of social activism and engagement. While there are millennials who we surveyed that didn't like some things or anything we did, there were far more in numbers of millennials who overall enjoyed our content. The survey results make it appear that after viewing our content, Millennials who knew nothing or knew very little would go do more research about Srebrenica and continue our conversation about Srebrenica and what Srebrenica represents.

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ROHINGYA

Stop It

BACKGROUND

Many ethnic and religious minority groups live in Burma. Although the Rohingya Muslims have been residing in Burma for centuries, the Burmese government does not acknowledge the group as one of its ethnic minorities. Because the word Rohingya means “inhabitant of Rohang,” which was the early Muslim name for Arakan, a state in north Burma close to the border with Bangladesh, the government refuses to refer to them as so. The Burmese government instead refers to them as Bengalis. There is not a consensus on when exactly the Rohingyas came to the state of Arakan, but migration to Arakan was encouraged by the British Empire during their rule of Burma between 1824 to 1948.

The overall consensus of the Burmese government is that the Rohingya are not Burmese citizens, rather foreigners. They were denied citizenship in 1982 after the passing of the Citizenship Act, leaving most of the Rohingya stateless. Without citizenship, they have had restrictions on their basic freedoms such as the two-child policy and restrictions on marriage and movement.

In 2012 violence broke out in Rakhine State, leaving hundreds of Rohingya dead and approximately 140,000 displaced. The Burmese government has ignored the violence against the Rohingya, the problems they face, and their grievances. The government has publicly expressed its desire for the Rohingya to leave Burma. However, no other country has expressed willingness to welcome them leaving them stuck between being forced to leave and having nowhere to go.

To add to the Rohingya’s difficulties, the Burmese government has isolated the Rohingya into internment camps where they have difficulty getting humanitarian aid. Both the government and extremist groups like the 969 movement, an anti-muslim nationalist movement, have taken steps to prevent humanitarian assistance from reaching the Rohingyas.

A 2013 United Nations report cited “alarming rates of severe acute malnutrition” in the camps. The Rohingya are not allowed to leave the camps and have no access to schools or health care. This, combined with statements by political, and religious leaders, indicate that the Rohingya are being subjected to ethnic cleansing.

The situation is so dire that the Simon-Skjoldt Center for the Prevention of Genocide has placed a high alert for the possibility of a genocide occurring in Burma in the not distant future.

Thousands of Rohingya muslims have already left Burma to escape persecution. Many of these migrants have been illegally smuggled into neighboring countries that do not have the capacity to handle them. The high volume of migrating Rohingya people has put the

focus on neighboring countries. Thailand and Malaysia have found themselves facing an influx of Rohingya migrants seeking refuge.

In May 2015 Malaysia rejected two boats crammed with more than 800 migrants, and Thailand did not allow another boat with hundreds of migrants to land.

The Road to Genocide?

This project is unique in that the situation with the Rohingya people in Burma has not yet reached a status to be classified as a genocide, or atrocity. However, as noted above, there have already been several early warning signs of ethnic cleansing by the Burmese government, one of the identified five precursor stages to genocide.

The first stage of genocide is stigmatization. In the case of the Rohingyas, they were denied citizenship and all the rights that come with it after the passing of the 1982 Citizenship Act. The government refuses to refer to them as Rohingyas, calling them instead “Bengalis,” even though many have been living there for centuries.

The second stage of genocide is harassment. The destruction of mosques and the hate speech against the Rohingya is an example of the harassment they face in Burma. In many cases, the Rohingya are not allowed to rebuild their mosques. The ones that are able to rebuild are subjected to extraordinary prices. Influential Buddhist leaders, especially members of the Buddhist extremist nationalist movement, have engaged in antic muslim campaigns referring to the Rohingya as foreigners and invaders.

The third stage of genocide is isolation. After the violent attacks in 2012, thousands of Rohingya were forced into displacement camps outside of the Rakhine State capital of Sittwe. Relocation has prevented them from accessing healthcare, jobs, and schools. Humanitarian assistance has been restricted to the displacement camps. Doctors Without Borders, the largest nongovernmental health care provider in the area, was expelled from Rakhine State in early 2014.

The fourth stage of genocide is systematic weakening. Some Rohingya have been issued a temporary residency “white” card, but they are still not allowed to vote and when this card expires the Rohingya have to surrender all their documentation to the government. A “white card” sign can be found hanging on many houses and shops in Sittwe, showing their opposition to allowing the Rohingya to vote.

The fifth stage of genocide is mass annihilation, which has not yet happened to the Rohingya. All of the previous stages create the environment for open violence against the Rohingya. The fact that a group of people have been excluded from society and live under inhumane situations leave them vulnerable to genocide.

Blame Game

We understand the delicacy of the situation both from a political standpoint and the danger of doing more to incite violence rather than prevent it. To that end, while it may be clear to some who is to blame for the Rohingya's current deplorable condition, we do not believe that placing blame and singling out parties responsible will serve to improve the situation. Rather, we strongly believe that it is more effective to raise the profile of the issue, so key players can be motivated to take action.

OBJECTIVE

We have the power to stop what is happening to the Rohingya from becoming a genocide, and our objective is to let millennials know that they have the ability to take action that could make a difference.

It has been done before, with Arab Spring, Stop Kony, and the Occupy Movement. These were all driven by millennials using social media as a tool. The bridge between government and the people is no longer the sole means of engagement. With one tweet, anyone can directly reach the people who are able to make a decision and act. We see this all the time with companies resolving issues with customers through Twitter and Facebook.

Social media also gives us the power to shape and frame the message by allowing users to share the content and messages that we need them to share.

To restate the points made in the previous two sections, it is a part of millennials' behavior to discuss, promote, and take action on social issues. Our goal is to encourage millennials to take action by unifying their voices to demand that decision-makers stop ignoring the crisis of the Rohingya, like tweeting to their representatives, signing a petition or making donations.

EXHIBIT EVALUATION

Our survey results have clearly demonstrated that there is an interest among millennials in learning more about genocide. Yet, when asked if they knew about the Rohingya, most of our respondents said no. Moreover, there is a disconnect between their interest in genocide and what they do about it. The information that the U.S. Holocaust Memorial Museum has available about the Rohingya is not presented in a way

that engages millennials, which is what is required to get their attention, let alone inspire action.

Our objective is nothing short of catering to those expectations, and giving them the opportunity to actually do something that will have an impact.

KEY MESSAGING

So far the previous groups have designed strategies that started the conversation about genocide (Pol Pot), and then inspired millennials to share the conversation (Srebrenica). It falls to us to complete the process and now not only drive engagement, but also inspire action. To that end, we have developed three themes around which we have built our strategy:

Our hashtag and key messages include:

- Coming Soon
- #DontDrownThemOut
- It stops with you

Coming Soon



We decided to use the “coming soon” brand as a core message in our content because it is a powerful way to emphasize the impending situation of the Rohingyas. Using the messaging “Coming Soon” is a strong way to convey the idea that a genocide has not yet happen, but is a real possibility. The implied message is that the choice is stark - either be passive and allow a genocide to occur, or they can take action and prevent it from happening.

#DontDrownThemOut

The hashtag #DontDrownThemOut signifies the Rohingya people are stranded at sea trying to flee persecution in Burma. The hashtag paints a picture that stays in the mind of our audience and also is calling for help. It also has the implied double meaning that the message of their plight will be lost among all the other distractions challenging for millennials' attention.

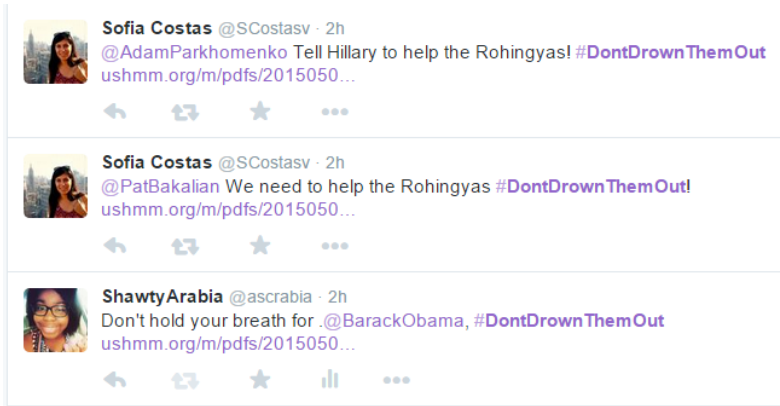
Hashtags are a great way to unify peoples' voices behind a cause. Hashtags allow users to start a conversation online and then make it accessible to anyone who looks for that particular hashtag. When a lot of people are using a particular hashtag, it will trend, placing the conversation at the forefront of the social media site and reach a bigger audience. It also serves the purpose to give a recognizable name to a particular cause.

Although our content will be used on different mediums, using the same hashtag will bring everyone that is exposed to and interested in our material to one place, regardless of what they saw and where they saw it. If someone uses our hashtag on twitter after seeing our movie poster on the street, they will be able to view the website, or any other content.

It Stops With You

This is the most important message and this is what all of our content leads to. Millennials already know that they can influence public opinion through social media. We don't only want them to get behind the cause of the Rohingya people, we want them to do something about it. The combined voices on social media have a big impact in the way that public opinion is shaped in the eyes of the government. Millennials have the opportunity to act before the crisis of the Rohingya becomes a genocide but they won't unless we show them how.

We want the conversation online to reach our elected representatives. Social media has made it far easier to create a momentum that elected officials cannot simply ignore. Admittedly, one tweet might not make a difference, but the cumulative power of many voices has an amplified effect.



Social media also makes it much more efficient for millennials to reach their representatives. It is much faster than sending a letter that can be lost or ignored, and is more lasting than making a phone call because other people can see the conversation.

It is important to remember a major difference with millennials. They don't donate to organizations, they support causes. Once our content has made them get behind the cause of helping the Rohingya, they will be more willing to donate either time or money to impact the lives of the Rohingya and help to prevent genocide.

One thing to be clear on, we are not soliciting monetary donations. Instead, we will offer ways for those who want to donate to provide their money to organizations that directly purchase resources for food and shelter and refugee sites in Indonesia. For example, we will offer links to the US-Sunnah Foundation, a registered nonprofit organization in the US and Indonesia, often forming alliances with other organizations in times of emergencies.

But the challenge is to first get them engaged.

"Can You Stop That" Quiz

Community on BuzzFeed

News Buzz Life Quizzes Videos More ▾ Get Our App

Will You Stop That?
This quiz can judge how proactive you would be in stopping a genocide from happening based on your response to various scenarios.

How Did They Let This Happen?
That's a question commonly asked when discussing genocide. While it would be hard to find someone that supports genocide, you're also not going to find many people that will take a stand against it. Put yourself to the test and see if you're just be a bystander to innocent lives being lost.

You're walking out of a restaurant and a homeless guy asks you for cash?

So You're Just Going To Sit There and Let It Happen
You are standing but choose to just sit to an end.

So You Didn't Quite Get It
No big deal. It's not the entire group of people are depending on you or anything.

Really?
Are you even trying?

While at the voting polls, you overhear a man arguing a volunteer that won't let him vote without an ID.
What's going through your mind?

How do you respond?

- Tell him no. This is my hard earned cash. How do I even know if he's really homeless?
- Give him a few bucks. It's not much, but it's all I have
- Ignore him. I hate feeling obligated.
- Offer to buy him a meal. Because a meal won't buy you drugs.

Do you think that's fair?

- It's not fair at all. Women deserve equal pay
- I think it's fair. Those jobs aren't as specialized
- Not all women earn less than men. Some women make more than their husbands!
- Life isn't fair. Get over it.

How would you handle that?

- I'm sure it's not a race issue. Biden wouldn't want if you would stop bringing it up.
- They're probably not qualified for the job. Stop making everything about race!
- I don't care who I work with. As long as I'm still hired.
- We should work on resolving this issue. I don't care if this was intentional or not. This issue needs to be fixed.

What's going through your mind?

- That sucks for him. I wonder how long it took him to drive here
- They should let him vote anyways. Not all Americans can afford an ID card
- I wish he'd be quiet. I can't read the ballot with all of the noise
- Chill out dude. Your vote probably won't matter anyways.

Buzzfeed, as already seen in the Srebrenica presentation, is a news site catering to millennials. BuzzFeed's success is due to website's rabbit-hole effect. Once you click on an article, you are bombarded with dozens of interesting titles on the sidebar that

encourage you to click on after you are done reading the main story. This is why we decided to use BuzzFeed as a medium to garner millennial interest in the Rohingya.

12. If you saw an article about genocide on Buzzfeed, how likely would you read it?

#	Answer	Bar	Response	%
0	0		3	5%
1	1		2	4%
2	2		4	7%
3	3		2	4%
4	4		4	7%
5	5		4	7%
6	6		7	13%
7	7		11	20%
8	8		8	14%
9	9		4	7%
10	10		7	13%
Total			56	

We decided to make a quiz that incorporates the 5 stages of genocide, as reported by The Economist in their article “The Most Persecuted People on Earth?” Because we wanted to pander to the self-centric interests associated with millennials, we decided to ask questions based on scenarios that Americans can relate to rather than directly focusing on the Rohingya.



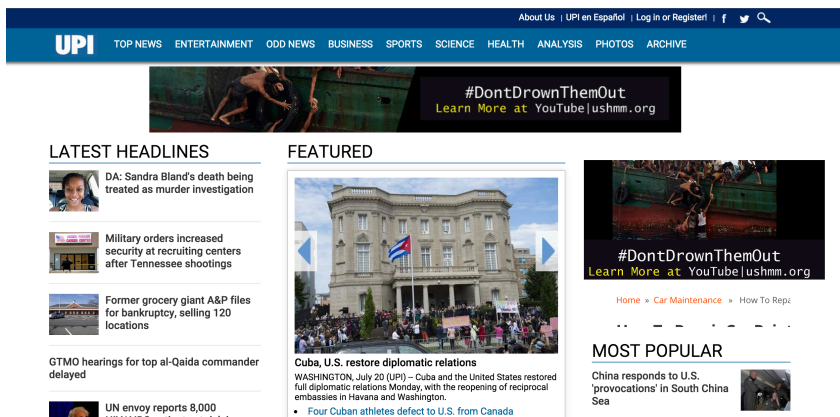
When naming our quiz, we made sure to make it as vague as possible so that it would attract an audience that was not necessarily seeking out information about genocide. When they click on the link and get an idea about what our content is about, they will stay on the page because they see that it is a quiz.

At the end of the quiz, we will direct them to our website where we will have all of the resources for them to take action.

Movie Trailer



Millennials are very familiar to the concept of movie trailers and they actively seek them out online. Hollywood uses movie trailers to attract an audience to their film. We are modeling our video as a movie trailer to attract that same audience to the plight of the Rohingya. This is where the use of “Coming Soon” is important because it alerts our audience that a genocide could potentially come soon for the Rohingya people in Burma. This adds the urgency, not that the movie is out soon but the atrocity is just around the corner.



We will display ads to promote our video on popular websites where millennials spend their time. These ads will be very attractive, and with one click they will have access to our content. We would also display the poster on physical locations such as bus

stops and metro stations where people have no choice but to look at them.

6. If you see an interesting advertisement, (video, image, etc) how likely are you to look for additional information regarding the subject.

#	Answer	Bar	Response	%
0	0		0	0%
1	1	■	2	3%
2	2	■	3	5%
3	3	■	3	5%
4	4	■	2	3%
5	5	■■■■	11	19%
6	6	■■■■■	11	19%
7	7	■■■■■	9	15%
8	8	■■■■■■■	15	25%
9	9	■	1	2%
10	10	■	2	3%
	Total		59	

QR Codes

The real challenge is to find a way to bring those viewers online where more information can be given to them in the way BuzzFeed does. To do that, we suggest incorporating QR codes that everybody who has a smartphone, especially millennials, can scan. This will give them access to the video and from there down our own rabbit-hole. A QR code works exactly like a bar code, but it is meant to be read by the camera of a smartphone. This codes redirect the person who scans them to a website.



13. After watching the video, how likely are you to seek out more information about the Rohingya?

#	Answer	Bar	Response	%
0	0		0	0%
1	1		3	6%
2	2		2	4%
3	3		2	4%
4	4		0	0%
5	5		8	17%
6	6		4	9%
7	7		12	26%
8	8		10	21%
9	9		4	9%
10	10		2	4%
	Total		47	

5 Things you need to know about the Rohingyas

The screenshot shows a BuzzFeed article layout. The main title is "5 Things You Need To Know About The Rohingyas". Below the title, there are five numbered sections, each with a small image and a headline:



- 1. Who are they?** - Image of a Rohingya man. Text: "By denying us citizenship, they are denying our entire existence."
- 2. Crimes against the Rohingyas have been ignored** - Image of a Rohingya man in custody. Text: "When your movement is restricted, it's like being in prison."
- 3. Their government doesn't want them** - Image of Rohingya people in a camp. Text: "The government of Burma refuses to use the word 'Rohingya.' They are forced to live in camps, segregated from the rest of the population."
- 4. No one else wants them either** - Image of a Rohingya woman. Text: "An estimated 6,000 or more migrants are stranded at sea. Most of which are thought to be Rohingyas who escaped Burma."
- 5. They need your help** - Image of Rohingya people on a boat. Text: "Without changing the root causes of the violence, like discriminatory laws and policies from the government, the Rohingyas will remain at risk of mass violence."

A different BuzzFeed approach is to give people context of importance. Millennials want more information and this, we found through our informal survey, is a good way to give it to them without losing their attention. What BuzzFeed has honed is the art of the listicle. Borrowing from that proven strategy, we have created a Rohingya listicle, listing the five things every millennial needs to know about the Rohingya.

Besides having short paragraphs we also have images that are used to stimulate the conversation. We added quotes from Rohingya on the images as well as our hashtag. The images also link to the website, where millennials can access videos and take action. These images are also shareable on different social platforms.

The idea is to create an interlocking web of information and engagement to attract, keep and motivate our target audience.

9. Does seeing this image encourage you to learn seek more info about the Rohingya people?

#	Answer	Bar	Response	%
1	Yes		44	76%
2	No		14	24%
	Total		58	

In our survey, many respondents reacted positively to the use of images as a mean to stimulate conversation, which is why we included provocative photographs inside of the article.

Call to Action

The great challenge with this issues is what exactly can millennials do? A call to action is vital. But if there is nothing to act on, the engagement effort is wasted.

It is an issue we decided was best confronted directly by asking the target audience themselves what they would do. We decided that was most effectively accomplished in a video called “What can you do to help the Rohingyas?”

The video shows random millennials answering about about the situation of the Rohingyas, and what they would propose as the most effective way to help. Either through the proposals given or by viewers thinking they have a better plan, the goal of the video is to offer concrete ways for millennials to do something. Millennials are very susceptible to the opinion of their peers, and social media fosters this culture of attitude endorsements. We believe this video is perhaps the most effective way of helping some members of the target audience cross the bridge from caring to acting.

“What’s a Rohingya?” video

The data we collected from our survey indicated that 81% of the participants had never heard of the Rohingya plight. The goal of “What is a Rohingya” video was to simultaneously inform but also motivate action.

The video begins by asking millennials the question, what is a Rohingya? Some of the answers are a flower, type of food, a slang term, the pope’s hat, and an article of clothing. Our video is not intended to make millennials feel dumb, but to let the viewers know they’re not the only one who don’t know about the Rohingya.

The next part of our video has the interviewer summarize the crisis facing the Rohingya using footage provided by the U.S. Holocaust Museum and clips from the Agence Francec Presse News. The video then turns to the call to action, capturing some of the same suggestions for action as in the last video with millennials offering they would call, email, or tweet their Congressmen or donate to an organization. Others said sharing information on social media sites can help spread the word and help stop the crisis.

We believe this format works because video has become an integral part of Internet user's' online experience. As stated before, the data we collected shows that our participants use social media as a news source compared to newspapers, Google search, and word of mouth. Posting the video on YouTube puts it on a site that has a global reach and has the possibility to make the video go viral.

And from viral comes action.

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