
AMNESTY INTERNATIONAL NEWS SERVICE 232/94

TO: PRESS OFFICERS
FROM: IS PRESS OFFICE
DATE: 7 OCTOBER 1994

AI INDEX: NWS 11/232/94
DISTR: SC/PO

NO OF WORDS:2988

NEWS SERVICE ITEMS: EXTERNAL - TURKEY (see news schedule below),
INTERNAL - SUDAN CAMPAIGN MEDIA STRATEGY

PLEASE NOTE: This is just to clarify the urgent note to press officers about the response to the Indonesian Government's response to AI's report sent earlier this week. Some sections have received a government response in the form of a letter. The Indonesia research team at the IS is preparing an advice to sections on how to deal with the response, and this will soon be made available. But, at this stage we are not planning an international press release on the response. Apologies for any confusion that may have been caused by my initial note, Dina S.

PLEASE NOTE UPDATE: See News Service 98/94 item on India (ASA 20/WU 04/94). Syed Ali Shah Geelani and Abdul Gani Lone have been released. Their cases are also featured in the October Worldwide Appeals, please inform Newsletter Editors/Worldwide Appeals Co-ordinators that no further action is necessary on their behalf, but appeals should still be made on behalf of Shabir Ahmed Shad who is still detained.

INTERNAL

INTERNATIONAL NEWS RELEASES

France - 0001 hrs GMT 12 October - PLEASE NOTE EXACT EMBARGO TIME SEE NEWS SERVICE 137/94

Rwanda - 14 October - SEE NEWS SERVICE 230/94

Burundi - 21 October - SEE NEWS SERVICE 230/94

Algeria - 25 October - PLEASE NOTE NEW DATE. SEE NEWS SERVICE 137/94

APEC - 3 November -SEE NEWS SERVICE 212/94

Iraq - 29 November - SEE NEWS SERVICE 212/94

TARGETED AND LIMITED NEWS RELEASES

** Turkey - 24 OCTOBER ** - PLEASE NOTE NEW EMBARGO DATE. SEE NEWS SERVICE 181/94

INTERNAL

News Service 232/94

AI INDEX: AFR 54/WU 02/94

5 OCTOBER 1994

**INTERNATIONAL MEDIA STRATEGY
FOR THE SUDAN CAMPAIGN**

The overall goal of the media strategy is to support the proposed objectives of the Sudan campaign through media work, by specifically working toward the following aims to obtain indicated results and achieve necessary standards:

AIMS:

I. To get coverage of Amnesty International's main campaign messages by key international broadcast and print media and, in doing so, correct simplistic or erroneous views of Sudan's human rights situation, through:

A. an international launch and associated activities (press briefings)

B. substantial print coverage after the launch

C. substantial broadcast coverage after the launch

II. To get media coverage for AI's main messages into key regional media in Sudan, countries neighbouring Sudan, the Middle East, as well as other key countries in Africa.

III. To support the campaign goal of creating a network of non-governmental organizations (NGOs) concerned about Sudan by putting out AI's key messages through international NGO media, through special interest media and through computer networks; with particular emphasis on the message of responsibility of the international community to help refugees/displaced in Sudan.

IV. To support the AI Development Team's efforts to encourage AI membership in the Middle East and Africa to campaign on AI issues. Also, to portray AI as an international organization, not just a Western organization, that has an important presence in the Middle East and Africa regions.

V. To counter the Government of Sudan's response to AI criticisms.

END RESULTS:

I. Achieve international media coverage through:

A. An international press conference to launch the campaign.

1. Gain coverage of the launch or broadcast of the Electronic News Release (ENR) during the launch week by a majority of the international television and radio networks. **Advance Work:** Establish contacts, send documents and briefing to ensure an understanding of issues, then personal follow-up with assignment editors to ensure attendance/use of launch material.

2. Contact and enlist Sudanese speakers and celebrities help in the campaign launch or other media activities, such as in the ENR, the launch and press briefings, and in a later media work of the campaign. **Advance Work:** Identify the best speakers and celebrities, contact them and follow-up.

3. Gain coverage of launch by main international news wire services and specialized or regional wire services by holding a briefing for them. **Advance Work:** Establish contacts, set up briefings.

4. Get coverage of the launch in key broadcast and print media in Western countries involved in the campaign by assisting in section press initiatives with the ENR and other campaign materials. **Advance Work:** Liaison with and assist sections in those countries to contact key media.

B. Substantial print coverage after the launch.

1. Get opinion pieces, feature articles or editorials (leaders) in international and regional media that is read by leaders and decision makers. Such coverage would be in one or two of the important international political media, instead of mass media. **Advance Work:** Work in conjunction with sections to develop a list of themes or issues for such articles and editorials, send a mailing of materials, hold a briefing for editors, have a volunteer journalist write opinion pieces or features, and do personal follow-up with editorial writers.

2. Get articles about the human rights situation in Sudan published in specialized magazines on Africa and the Middle East in those countries participating in the launch. **Advance Work:** Liaison with and assist sections to establish contacts, mail materials, do briefing, and follow-up with editors.

C. Substantial broadcast coverage through section participation in media initiatives after the launch. Advance Work: Determine which international broadcast networks are interested in making documentaries or special programs on Sudan, establish contacts with media/journalists who have already produced documentaries or shows on Sudan, arrange media to have lunch or a meeting with the Sudan researcher or Sudanese speakers/activists when they are in the country, and provide media with materials such as written campaign materials, ENR, raw footage, and audiotape of sound bites (explained in II.B, below).

II. Achieve media coverage in key regional media in Sudan, neighbouring countries and in the Middle East and Africa through:

A. a campaign launch or special press briefing covered by:

1. A majority of the 10 key television and radio media that broadcast in the Middle East and Africa. **Advance Work:** Coordinate with sections to identify key regional media, contact individual correspondents/editors, provide them with materials/interviews.

2. A majority of the 10 most important Middle East region Arabic print media, in coordination with AI Middle East sections and groups. **Advance Work:** Coordinate with sections and groups to identify, contact and provide materials.

3. Coverage in national Middle East and African national newspapers in coordination with all sections. **Advance Work:** contact AI structures in those countries, coordinate on contact AI-friendly journalists and media there, and provide materials.

B. Substantial radio broadcast coverage in regional media by providing radio stations there with a cassette of short actualities (in several languages, including English, Arabic and French) culled from video footage collected for ENR, from AI staff recordings while on mission in Sudan, and with AI staff. Scripts identifying the person speaking, the topic, a rough transcription and the length of each actuality would accompany the tape. Advance Work: Identify key radio stations and the specific name of a contact person at each, dub off actualities, translate/transcribe actualities, write up script, translate into French/Arabic, and mail to sections and media.

III. Obtain brief notices, short articles or a feature length articles on Sudan campaign key messages in various national and international NGO publications (newsletters, bulletins, journals) working in or concerned about issues in Sudan, including:

- A. aid/relief/development groups
- B. ecumenical groups
- C. religious groups of all faiths
- D. academic associations in North America/Europe
- E. academic associations in Middle East and Africa
- F. computer networks regularly accessed by academics
- G. international women's organizations

- H. organizations campaigning for indigenous rights
- I. doctors groups
- J. trade union organizations

Advance Work: A majority of this work would be done by sections contacting national NGOs based in their countries, but a volunteer at the IS could also approach international journals and bulletins. This volunteer would also liaise with the Sudan researcher to assist sections in identifying NGOs receptive to publishing AI's message in large-circulation publications, and assist in providing publications/sections with materials/interviews.

IV. Achieve a successful, distinctive Middle East and African media profile for AI in national campaign launches, press briefings, and press work after the launch, through:

A. IS Press Office working with the IS Development Team for Middle East and Africa to coordinate on launches or press briefings in their region and country, with section-to-section dialogue and assistance as well. Advance Work: Contact press officers in those regions, set up initial conference call by end October on media work between Western and Middle East/African sections.

B. Encourage and provide materials to Middle East and African sections and groups, for IS-Section coordination on media work in those regions. Advance Work: Establish a working relationship on media activities.

V. Convey AI's response to the Government of Sudan's expected rebuttal (that AI is a Western, anti-Islamic organization) by following means:

A. Prepare such responses in high-level strategy meetings by anticipating government attacks and portraying AI concerns about Sudan's human rights situation in a manner that reaffirms its criticisms. For example:

- AI is concerned about the human rights of all Sudan's citizens, Muslim and Christian and those adhering to traditional religions, regardless of citizen's ethnicity, and Sudanese people in the north as well as the south.

- AI doesn't address questions of religion but can simply stick to the facts, such as the huge numbers of extrajudicial executions and cases of torture that AI has documented since the government has come to power.

- AI has campaigned on human rights violations in Sudan for several decades, raising serious criticisms with previous governments on their human rights record, as well as being equally critical of opposition groups.

B. Emphasize media coverage of the campaign in the Middle East/West African sections of AI.

C. Select AI representatives for the launch and for interviews in a manner that best portrays AI's international membership and character.

D. Incorporate answers to the government's rebuttal into the campaign "questions and answers" briefing for press officers.

E. Respond during the week of the launch, at the mid-point of the campaign, and as necessary.

STANDARDS:

I. Realize international media reporting on the international launch of the Sudan campaign and on the campaign after the launch, specifically by:

A. Achieving coverage by the majority of the key international broadcast (television and radio) networks, by the main international news wire services, and by key broadcast and print media in Western countries involved in the campaign; and through using Sudanese speakers and celebrities at the launch.

B. After the launch, achieving opinion pieces, articles and editorials in international and regional media, in specialized magazines on Africa and the Middle East, and with substantial broadcast coverage in participating sections.

C. Articles, reports and broadcast items that appear in international media and in Western/European countries should be longer feature pieces as well as shorter mentions of issues. The type of coverage should go beyond the surface images of Sudan (famine, war, religious tension) to break down stereotypes. Some examples of themes that may be used would include:

- **There is a human rights crisis in Sudan as people's lives are disrupted by war/pillaging by both sides which has created famine and compounded the effects of natural disaster that is now resulting in a humanitarian crisis.**

- **AI's concerns are not just the war-torn south and HRVs by both sides, but also the north and the government's HRVs in prisons and ghost houses.**

- **There is a human rights dimension to Sudan's political problems, such as the struggle over scarce resources like oil and water, the conflict over independence/autonomy, or the destruction of personal property. In each, human rights are liable to become the victim in the struggle.**

II. The campaign launch and subsequent media work will have an international character in presentation, with media coverage in key region media in Sudan, neighbouring countries, and in the Middle East and Africa, by achieving:

A. Coverage in a majority of the 10 key television and radio media that broadcast in the region around Sudan, in the majority of the 10 most important Middle East region Arabic print media, and in national Middle East and African national newspapers.

B. This coverage will be obtained through press briefings, media activities and post-launch media initiatives and through interviews and press materials in Arabic, English and French.

C. Media work involving close cooperation and communication will be done with the African sections and groups and with the Middle East sections and groups to reach their regional media; in addition to work with Western and European countries such as the United Kingdom and the United States.

III. Achieve a significant number of articles or news items in international and national non-governmental organization publications that convey not only AI's key messages, but to also connect human rights concerns to the international community's efforts to help refugees/displaced. Actually provide materials and interviews that are of interest to the NGO publication readers.

IV. Actually achieve a successful, distinctive Middle East and African profile for Amnesty International through media initiatives in those regions. Coordination achieved by establishing a good working relationship between the IS Press Office and the press officers/officials of the sections and structures in Middle East and Africa.

V. AI's response is conveyed to the international and national media in a way that keeps the focus on AI's concerns about Sudan and not about AI itself. Also, AI is able to reiterate its concerns at every stage in the campaign.

KEY MESSAGES:

1. Human rights are abused in all parts of Sudan, not just in the war zones, and victims of human rights violations are found in all sectors of society.

2. Human rights violations lay at the root of the current humanitarian crisis in Sudan (including issues of famine, refugees, and displaced).

3. Both the government and the armed opposition are responsible for the gross abuse of human rights, such as torture, thousands of political detentions since the government took power, unfair (military) trials, incarceration of street children, death penalty, flogging for petty offenses/morality offenses. And in the war zones, tens of thousands of killings are connected with human rights violations, as well as torture, imprisonment and forcible conscription of children.

4. AI's recommendations on improving the human rights situation in Sudan. The central recommendation is on the creation and deployment of an international body of civilian human rights monitors.

PHASES OF ACTIVITY:

- 1. Identify key media for all aims and contact sections working on campaign.**
- 2. Carry out advance work as identified (Establish contacts, etc.)**
- 3. Prepare launch and media materials, coordinate materials for groups**
- 4. Launch and related activities (press briefings)**
- 5. Media work for duration of campaign (cassette tape, NGO publications)**

MATERIALS:

- 1. International press release**
- 2. Announcement of the press launch of the campaign**
- 3. Q & A for press officers to answer tricky questions in campaign**
- 4. Reactive press statements ready for possible Government of Sudan responses after the launch of the campaign**
- 5. Electronic News Release, with script and cover letter**
- 6. Audio cassette of sound bites, with script and cover letter**
- 7. Short opinion or feature piece (800 words) on a Sudan campaign theme**
- 8. Fact sheets on Sudan issues**
- 9. Appeal cases**
- 10. Sudan report**

News Service 232/94

AI INDEX: EUR 44/WU 17/94

EMBARGOED FOR 24 OCTOBER 1994

TURKEY: TEN YEARS AFTER - TIME TO ABOLISH THE DEATH PENALTY

Tomorrow, 10 years after the last execution in Turkey, Amnesty International is appealing to the government, parliament and people of Turkey to remove this punishment from the statute book once and for all.

In the last decade, Turkey has not only held back from carrying out executions but has also cut the number of capital offenses and commuted all death sentences for crimes committed before April 1991.

"This is no time for complacency: more than 30 people are currently under sentence of death in Turkey and six parliamentary deputies are on trial for their lives," Amnesty International said.

In November last year, the Turkish Parliamentary Judicial Commission approved the first death sentence since 1984 -- that of Seyfettin Uzundiz, convicted of armed robbery and murder. It now requires only a simple majority in parliament in order to be carried out.

"Turkey should now make a significant contribution to the achievement of human rights worldwide by abolishing the death penalty for all offenses, in line with the growing trend towards abolition of the death penalty in Europe and the rest of the world," Amnesty International said.

The present Justice Minister, Mehmet Mo_ultay, is opposed to the death penalty as was his predecessor, Seyfi Oktay. Many members of the Turkish judiciary also believe that the death penalty should be abolished. Retired military prosecutor and judge Colonel Nejat Özta_kent expressed the view: "The state should not kill ... I want the death penalty removed from the Turkish Penal Code. Those who give judgment are human beings and can make mistakes. Nobody can claim that all death sentences have been given justly. Once an execution has taken place, it is impossible to remedy a mistake. It is wrong to think that an unhealable wound should be opened by the state" (*Cumhuriyet*, 28 November 1993).

Amnesty International's appeal has been signed by the presidents of the human rights organization's sections in 14 European countries, in the United States, New Zealand, Australia, Japan and Canada, as well as by members of parliament, former ministers, diplomats, writers, prison administration chiefs, the Secretary General of the US National Council on Islamic Affairs and other religious leaders.

According to the opinion expressed in 1980 by the European Ministers of Justice: "...it has not been established that the total abolition of the death penalty by many member states (of the Council of Europe) has led to any negative consequences in the field of criminal policy".

"Experience shows that the death penalty is not an effective instrument against crime and political violence. If anything, it can have negative consequences," Amnesty International said. "But abolition of the death penalty promotes respect for the life and dignity of every member of society."

Since 1984 some 23 countries have taken the decision to remove the death penalty from their laws, including Romania, Hungary, Ireland, Australia, Greece, and the recently independent Namibia.

ENDS