

From: Rebecca Pierce <rbapierce@gmail.com>

Date: February 24, 2013 11:26:08 PM PST

To: sjp-west-coast@googlegroups.com

Subject: [SJP West] **IMPORTANT: Social Media/Poster Campaign Pushing UC President Yudof to Address anti-SJP Hate Speech**

Reply-To: sjp-west-coast@googlegroups.com

Hey Everyone,

I just wanted to let you all know that starting this Monday UCSC CJP will be officially launching our "'No comment' is not enough!" poster campaign promoting this [petition](#) pressuring UC President Mark Yudof to condemn UCSC Hebrew Lecturer Tammi Benjamin's [hateful comments](#) and distance himself from her group, the Amcha Initiative. For those of you who aren't aware of this, Tammi Benjamin plays a huge role in the attempts to silence criticism of Israel in the UC system. She was caught on [video](#) claiming that SJP and MSA are "foreign students" with "ties to terrorist organizations". Students are now trying to get both UCSC and the UC system to condemn her hate speech. President Yudof's office has cooperated with her group in the past, and so far says he has "no comment" on the situation, despite past statements that UC admin have a "moral obligation" to condemn problematic speech.

This is a very important opportunity to push President Yudof on his biased "campus climate" record, and bring wider attention to how messed up the situation at the UC is. We need help from other SJPs with promoting this campaign via social media, and even with posting the flyers on their own campuses. I've attached several of them to this email.

Each poster contains the name and face of a UCSC CJP or MSA student with the words "I am not a terrorist", a short explanation of the petition, and the slogan "'no comment' is not enough!" If you would like some posters made up featuring students from your school email me.

We really need lots and lots of facebook posts and tweets about this starting this week. The posters are in an [online album](#) on our facebook page with shortened links to the petition and campaign in their descriptions to facilitate this.

I have some suggested posts and tweets for you all, though we have a lot to work with between the video, petition, and posters, so feel free to get creative!

Let me know if you have any questions or need help with anything!

Thanks,
Rebecca Pierce

UCSC Committee for Justice in Palestine

Links:

Petition: <http://chn.ge/VEaluF>

Poster Album: <http://on.fb.me/YtkPiG>

Video: <http://youtu.be/UnSlbOhZgGI>

Facebook posts:

Why won't UC President Mark Yudof condemn a UCSC lecturer's hate speech targeting Arab and Muslim Student groups?

Demand that UC President Mark Yudof condemn UCSC lecturer Tammi Benjamin's claims that Students for Justice in Palestine and the Muslim Students Association have "ties to terrorist organizations!"

Tweets:

Hashtag: #UCNotEnough

UC President Yudof's twitter handle: [@mark_yudof](https://twitter.com/mark_yudof)

If you want to tweet the whole album you can say something like:

Student organizers are not terrorists, why won't UC Pres Mark Yudof condemn hate speech against them #UCNotEnough <http://on.fb.me/YtkPiG>

Students 4 Justice in Palestine are not terrorists, why won't UC Pres Yudof condemn racism against them? #UCNotEnough <http://on.fb.me/YtkPiG>

Muslim Student organizers are not terrorists, why won't UC Pres Yudof condemn hate speech against them? #UCNotEnough <http://on.fb.me/YtkPiG>

Tweeting individual posters:

Asma is an art major, not a terrorist. Why does [@mark_yudof](https://twitter.com/mark_yudof) have no comment on hate speech against her? #UCNotEnough <http://on.fb.me/15F5GCp>

Ziad studies biology, not terrorism. Why won't UC President Yudof condemn hate speech against him? #UCNotEnough <http://on.fb.me/ZAtsz0>

Yara studies law/politics, not terrorism. Why won't UC President Yudof condemn hate speech against her? [#UCNotEnough](#) <http://on.fb.me/ZAtsz0>

Abderrahman studies business, not terror. Why won't UC President Yudof condemn hate speech against him? [#UCNotEnough](#) <http://on.fb.me/15bLS8s>

Bo is a feminist studies major, not a terrorist. Why won't UC Pres Yudof condemn hate speech against her? [#UCNotEnough](#) <http://on.fb.me/WitVPS>

Hasnain studied politics, not terror. Why does UC Pres Yudof have no comment on hate speech against him? [#UCNotEnough](#) <http://on.fb.me/X3TZAF>

Iman studies health sciences, not terrorism. Why won't UC Pres Yudof condemn hate speech targeting her? [#UCNotEnough](#) <http://on.fb.me/YtzVVE>

Rebecca is a film major, not a terrorist. Why won't UC Pres Yudof condemn hate speech against her? [#UCNotEnough](#) <http://on.fb.me/XTmcY4>

Shadin is a human bio major, not a terrorist. Why won't UC Pres Yudof condemn hate speech against her? [#UCNotEnough](#) <http://on.fb.me/15bMgns>

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To unsubscribe from this group and stop receiving emails from it, send an email to sjp-west-coast+unsubscribe@googlegroups.com.

For more options, visit https://groups.google.com/groups/opt_out.

Demand that UC President Mark Yudof Speak out against hate speech!

Yara, Senior Politics and Legal Studies Major
UCSC Committee for Justice in Palestine

**I am
not a
terrorist**



UC Santa Cruz Hebrew lecturer Tammi Benjamin was caught on tape making Islamophobic claims that the Muslim Student Association and Students for Justice in Palestine are

“foreign students” w/ “ties to terrorist organizations”

“no comment” is not enough!

While President Yudof has stated in the past that university officials have a **“moral obligation”** to condemn hate speech, his office has so far only said **“We have no comment on this.”**

**Sign this student-led petition asking the UC
to take a clear stand against hate!**



chn.ge/VEaluF

www.change.org/petitions/university-of-california-president-mark-yudof-condemn-ucsc-lecturer-s-hateful-attacks-on-muslim-arab-student-groups

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Ziad, Junior MCD Biology Major
UCSC Muslim Student Association

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Abderrahman, Senior Business Management Major
UCSC Muslim Student Association

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Taylor, Senior Politics Major
UCSC Committee for Justice in Palestine

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Shadin, Sophomore Human Biology Major
UCSC Muslim Student Association

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Liam, Senior History Major
UCSC Committee for Justice in Palestine

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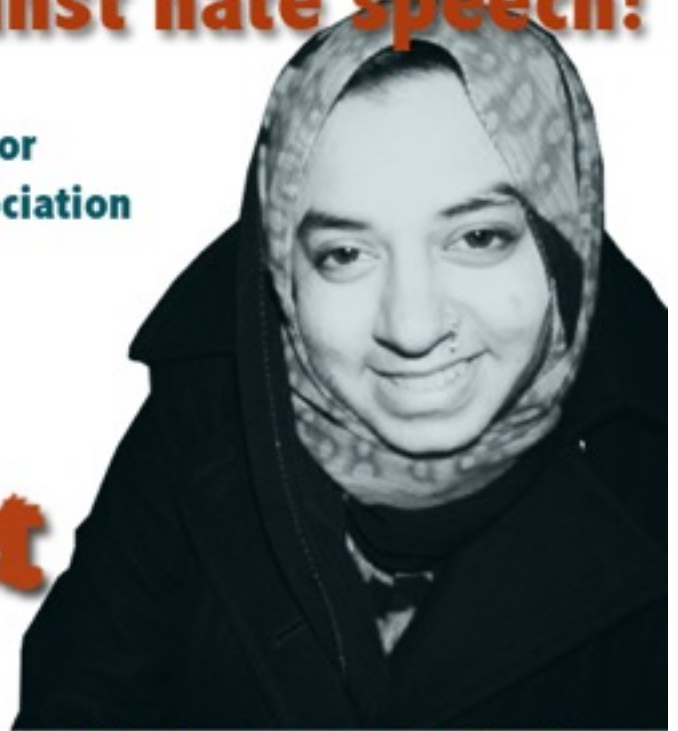
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Asma, Senior Art Major
UCSC Muslim Student Association

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