

**Developing a Comprehensive Strategy for Re-Focusing Attention  
on the Femicides in Ciudad Juárez**

**GWS 300, Fall 2013**

**15 Points**

**Materials**

1. Be sure to read all the required materials and watch the film *On The Edge*.
2. You should also listen to the interesting podcasts of Dr. Carillo (by Megan and Annette) and Dr. Staudt (by Gennesis and Maria).
3. Be sure to watch/listen the Prezi for this module available at:  
[http://prezi.com/bewo5q5isry\\_/?utm\\_campaign=share&utm\\_medium=copy&rc=ex0share](http://prezi.com/bewo5q5isry_/?utm_campaign=share&utm_medium=copy&rc=ex0share)
4. You might also scan the Internet and scholarly databases for more information on the femicides. There is so much out there!

**Part I: Initial Strategy – Due by Wednesday, November 20<sup>th</sup> – You might want to brainstorm with other students from class, but I want each student to turn in a separate memorandum.**

1. Write an approximately 3-4 page memorandum that lays out your strategy for getting this issue back on the global agenda. Your memorandum should address most of the following questions: (NOTE: be as specific as possible!). You can do this in bullet points or outline format, but **be sure to use complete sentences and give citations where appropriate!** Be sure to consider various theoretical insights that we've covered in class such as the state of exception, structural violence, necropolitics, cauterization, and unintended policy consequences.
  - a. What are your main goals?
  - b. How would you sell/market the issue? What images would you include? What images would you avoid? What symbols would you use? What art project would be appropriate now?
  - c. What would be the theme of your campaign? How would you implement the campaign? You might even include a timetable with specific steps.
  - d. Who would you partner with? Who would you not partner with? Be specific. What communication strategies would you develop for your coalition?
  - e. Which agendas do you want to get on? The media agenda? Which media agenda? The policy agenda? Which one? Activists' agendas? Which ones?
  - f. What specific steps/actions/policies will you ask for and from whom? Who would you target? What specifically would you ask for? What structural changes would you advocate for?
  - g. What creative strategies would you deploy? Be creative here! What hasn't been tried but should be? How would you use the new types of social media? Would these be successful? Why or why not?

- h. How would you address the drug war? What about the femicides in Guatemala and elsewhere? What will be your response when NGOs say that they've already addressed this issue or that no one cares about this issue anymore? Or, that it is much worse in Guatemala or that more people are dying in the drug war?
- i. How do you rebuild trust with the women in Juarez? How would you address the divisions and tensions between the various groups in the city?
- j. What would you do on campus at the U of A? What events would you hold? Which students and community members would you target? What about other events in Tucson or Arizona?
- k. What are the strengths and weaknesses of your strategy? How successful do you expect it to be? How will success be measured?
- l. Be sure to include your "elevator speech" – if you were lucky enough to get on an elevator with UN Secretary General Ban Ki-moon or President Obama and you had 45-60 seconds to explain your issue and plan, what would you say?
- m. Analyze your personal positionality in relation to this issue. Why are you a good person to take this on? Why are you not? What strengths do you bring? What biases do you bring that you will need to be constantly vigilant about?

## **Part II: Refining Your Strategies with the Input of Your Colleagues (Due November 26)**

1. You should post your memoranda on the D2L Discussion Board for this assignment and then read at least three of your colleagues' memoranda. You should critically analyze their strategies – make comments (positive and negative), ask questions, offer suggestions, etc.
2. After engaging in discussions with your colleagues about these issues, you should revise your initial submission using Track Changes so that I can see your original work and what you've learned from your colleagues.
3. Then, you should post your final product with the Track Changes on the D2L DropBox by midnight on Tuesday, November 26.
4. Happy Thanksgiving!