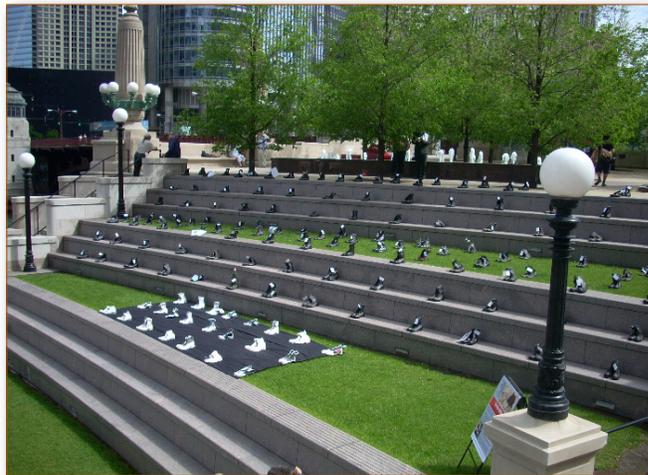




HOSTING EYES WIDE OPEN & BEYOND

WHY HOST EYES WIDE OPEN?

We are bombarded daily with numbers quantifying almost everything going on in the world. With so many numbers buzzing around the airwaves and print media, few people pause to contemplate them, even when the numbers tell a tragic story of human loss.



Each of these boots has a story. These are people who lived and breathed and lost their lives too soon."

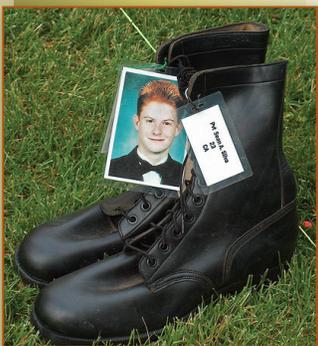
- VISITOR
COMMENT

What do these numbers look like in the real world? That is what Eyes Wide Open (EWO) is all about. To open the public eye to the true costs of the Iraq War, we use empty combat boots and civilian shoes as a tangible, visual representation of human loss. When people can walk in the midst of empty shoes and read the names, ages, and hometowns of those who have been killed, the war comes home to them in a powerful way.

War is brutal, many people die, and families are forever changed because of it. Through EWO, we mourn the terrible consequences of war and ask people to imagine a world where peaceful alternatives are pursued.

If you are reading this manual, you have already realized the overwhelming cost of war and the need for a peaceful solution to the conflict in Iraq. EWO is a powerful way to mobilize your campus and community to take the next step and act for peace. Not only will the exhibit open people's eyes to the human cost of war, it will also help you organize those who are already active on campus. Having a tangible project to work on can serve as a great step toward building a larger movement for peace.

Read on for a step-by-step guide to hosting Eyes Wide Open.





HOSTING EYES WIDE OPEN & BEYOND

This is one of the most powerful things I have ever witnessed... Questioning your government is patriotic - blind faith is not.

- VISITOR
COMMENT

Bringing Eyes Wide Open to your school is a great way to build a movement for peace and spark discussion among your classmates and faculty. This guide is designed to make organizing this event a simple, fun and meaningful experience.

Remember that EWO can be a stand-alone exhibit or it can be paired with other peace events such as speakers, films, conferences, etc.

Here is the basic checklist for EWO. Details for each step are provided below.

1. Consider what the exhibit means, and ensure that your group is committed to supporting the spirit of the exhibit.
2. Make contact with your AFSC coordinator.
3. Set a date, time, and location.
4. Fill out AFSC forms.
5. Schedule members of your group and other volunteers to help set up, take down, and stay with the exhibit the day of the event.
6. Publicize the exhibit!
7. Display Eyes Wide Open respectfully on your campus.
8. Follow up with AFSC and start planning more events!





HOSTING EYES WIDE OPEN & BEYOND

PLANNING THE EXHIBIT

Consider what the exhibit means.

EWO is a memorial to honor lives lost in the Iraq War and to call attention to the human and economic cost of the war as it is borne by individuals, families, communities, states, and our country as a whole.

The exhibit consists of a pair of empty combat boots for each Iraq War military casualty from your state, each pair tagged with the service person's name, rank, age, and hometown. Pairs of civilian shoes are also tagged with the names and ages of Iraqis killed - just a small representation of an estimate one million Iraqi casualties. Display boards and literature help explain to viewers the reasons behind EWO.

While the American Friends Service Committee has taken a strong stance in opposing the Iraq War, the exhibit seeks to create a safe space where people of differing opinions and perspectives about the war can come together to remember those who have died.

EWO is intended to provoke dialogue and reflection as opposed to debate and confrontation. Share this description with your group and be sure that everyone agrees with its spirit and implications.

Contact the appropriate AFSC coordinator.

Find out when EWO is available and start the planning process with AFSC. To find out whom to contact in your state, call the Chicago AFSC office at 312.427.2533 and ask for an Eyes Wide Open staff person. The Chicago office is the national headquarters for EWO, and staff there will be able to connect you to the right person for your location. You can also email the EWO staff:

Mary Zerkel: MZerkel@afsc.org

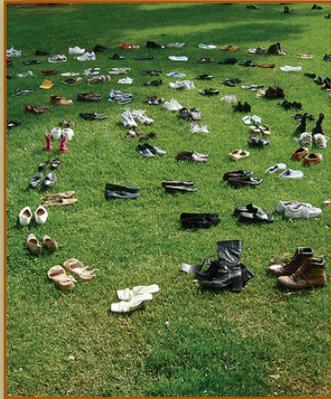
Erin Polley: EPolley@afsc.org

Jill Doub: JDoub@afsc.org





HOSTING EYES WIDE OPEN & BEYOND



Hundreds, if not thousands, of students walked past the exhibit. Many stopped and revered the sacred space... Everyone understands the importance of honoring the fallen.

-EWO student organizer in Chicago

3

Set a date, time, and location.

This will involve coordinating several different groups of people. First, you should ask the AFSC coordinator when the EWO exhibit is available. That will give you a date range to work with.

Next, consult your campus group to see which date(s) work for the majority of organizers. Keep in mind that you will need at least five people to set up the exhibit, five people to take it down, and at least one person to stay with it at all times.

Once you have decided on a few possible dates, think about where on campus the exhibit would be the most striking and reach the widest audience. Quads are generally the most visible locations on campus, but you should consider where people at your school naturally congregate. The more passersby the better! You will need to determine whether there is enough space for all the boots and shoes in your desired location. The size of the exhibit will depend on your state, as each state has a different number of war casualties. Ask the AFSC coordinator how many boots and shoes there are and estimate how much space you will need based on that number. You will need a minimum of three square feet per pair of boots.

Now that you have an idea of when and where you would like to display EWO, you will need to reserve the space on your campus. Most colleges and universities require groups to be officially recognized student organizations to reserve space. If your group is not an official student organization, partner with one. See **Outreach Ideas for Eyes Wide Open and Beyond** for more advice on partnering with others at your school.

4

Fill out AFSC forms.

The forms include:

- Exhibit Agreement
- Event Information
- Certificate of Insurance (only if required by your school)

The AFSC coordinator will provide you with these forms and help you fill them out if needed.



HOSTING EYES WIDE OPEN & BEYOND

5 Schedule help for the day-of the exhibit.

The crucial tasks are setting up and taking down. You will need at least 5 people to help set up and 5 people to help take down. While the exhibit is up, there must be two people with it at all times to answer questions, hand out literature, and watch over the boots and shoes. The more people you can get to volunteer their time, the better!

6 Publicize the exhibit!!!

AFSC will send you a flyer template with EWO graphics you can use to make your own flyer to hang all over campus. Check out the **Media Guide for Eyes Wide Open and Beyond** for great advice on how to get EWO covered in your local newspapers and TV and radio stations. Don't forget to post an event announcement on the university calendar and take advantage of any contacts you have at student media outlets.

“Somehow the simplest of objects can carry the most emotional weight.”

- CONNECTICUT
OPINION
REPORTER





HOSTING EYES WIDE OPEN & BEYOND

DURING THE EXHIBIT

Display the exhibit respectfully on your campus.

The AFSC coordinator will most likely be there to help you set up the boots, shoes, and signs. You should have a plan in mind before the setup of how you would like the boots displayed.

Read through the **Media Guide for Eyes Wide Open and Beyond** for tips on interacting with reporters the day of the event.

Boots: You may set up the boots in any way that seems appropriate for your location, but most places have found that arranging them in neat rows 1-3 feet apart, so people can walk among them, is most effective. It helps to use long strings to line up the rows side-by-side and front to back. Make sure the boots are all facing forward, with the tags facing out so people can read them. If you have time, you could set the boots out alphabetically by hometown or by last name.

Shoes: Again, you may set out the shoes in any way that seems appropriate, but it's often effective to arrange the shoes in concentric circles around one pair of untagged boots to make the point that about 200 Iraqi civilians die for every one American military death.

Signs: Please handle the signs carefully. Attach them to the velcro on the A-frame. Place them as you see fit, but make sure that they are prominently displayed near the boots and/or shoes.

Reader's lists: The AFSC coordinator will bring a list of all the Iraq War casualties from your state as well as an Iraqi list. Many groups have chosen to read the names aloud throughout the day of the exhibit. You should read the names slowly and solemnly. It's best to have several readers who can take turns. Taking your time will help you do your best with pronunciation. Consider using a bell or gong to sound each time a name is read. Also consider using amplified sound.

Literature: Please make sure multiple copies of the current AFSC petition are set out with pens so people will be able to see them and sign them. The AFSC coordinator will bring literature about the Iraq War that can be placed with petitions near the exhibit.

This makes
my heart
hurt.

- VISITOR
COMMENT

Please Note:

The exhibit cannot be left outside overnight or in the rain. Please take down the exhibit at night and in the event of bad weather.



HOSTING EYES WIDE OPEN & BEYOND

TIPS: TALKING TO PEOPLE

Throughout the day, people will be walking through the exhibit. Some will just walk through silently and leave; others will come talk to you about the exhibit. If someone asks a question you do not know how to answer, point her or him to the AFSC coordinator or say that you are unsure of the answer but will find out as soon as possible. If the AFSC coordinator is not at the exhibit with you, give her or him a call with any questions.

REMEMBER THESE TIPS WHEN TALKING TO PEOPLE:

- Be considerate and friendly.
- Give people space to reflect. Let people approach you. Listen to their views. We want viewers to experience the exhibit in their own way, on their own terms. Some people may view the exhibit strictly as an art exhibit, while others may experience it as a very personal, emotional tribute. Some may see it as a protest. As an organization, AFSC stresses that the exhibit is an anti-war memorial exhibit and would like people to consider the severity and futility of war and the human costs it entails.
- Try NOT to engage people in political discourse. If they wish to engage, listen.
- Keep in mind that there may be family members of fallen soldiers present.
- People will feel a sense of grief. If someone is crying, gently offer her or him a tissue.
- For visitors looking for more information, ways to get involved, or upcoming local events, please direct them to the current AFSC petition and give them literature that lists the website.
- If you encounter a difficult or angry person, suggest to them that this is a solemn space for reflection and refer them to the Information About Eyes Wide Open handout. The EWO Talking Points handout may also be of assistance.





HOSTING EYES WIDE OPEN & BEYOND

From the depth of need and despair, people can work together, can organize themselves to solve their own problems and fill their own needs with dignity and strength.

- CESAR CHAVEZ

How to Handle Counter Demonstrations: In the past, college groups who have hosted EWO have dealt with counter demonstrations. Although Eyes Wide Open is a memorial to fallen service people, it does have an anti-war sentiment at its heart, which some people will find objectionable. Handle counter demonstrators with respect, and let them know that you are willing to listen to their point of view. If possible, invite them to have a calm, reasonable conversation with you about their views. Do not turn Eyes Wide Open into a rally against any group. Remember that each pair of boots represents a real person who is no longer living. We must give them the utmost respect and not use their death for our own purposes. Let counter demonstrations continue if they are within your school rules and are not threatening. They have a right to be there just as you do. Don't be afraid to call campus security if you feel threatened. You may want to alert them that you will be having this exhibit on campus so that they are available to help out if something comes up.

How to Handle Requests from Family Members: Occasionally, family members of fallen service people represented in Eyes Wide Open will ask that their son or daughter's name be removed from the exhibit. We comply with all such requests from the next-of-kin of any person represented in Eyes Wide Open. The Chicago AFSC office handles all of these requests. Have the person fill out a **Removal Request form**, and give the form to the AFSC coordinator.

Many families have also visited the exhibit and felt moved to leave photos and other memorabilia to travel with their son or daughter's boots. We accept anything they would like to leave. The AFSC coordinator will make sure the memorabilia is properly archived so that it can remain with the pair of boots for future exhibits.

Taking Down the Exhibit: Pack everything up as neatly as possible. Be very careful with the boots that have memorabilia attached. The AFSC coordinator will most likely be there to help you.

At least 5 people should be available to help pack up the exhibit and clean up the space. Be sure to return the sound system and any other material you borrowed to the proper places.



HOSTING EYES WIDE OPEN & BEYOND

AFTER THE EXHIBIT

8

Follow up with AFSC and start planning more events!!!

You need to keep in touch with your Eyes Wide Open team and report on how the exhibit went. The AFSC coordinator will ask you for the following documents:

Follow-up form

Signed AFSC petitions

Removal Request forms (if any)

Newspaper clippings, photos, video clips, etc. – you may also email electronic files to epolley@afsc.org

Any fees not yet paid

Don't let this be the end of the group you have formed to plan Eyes Wide Open. Think of other ways you can educate students at your school about the costs of war. You could make Eyes Wide Open an annual event, or you could think of other locations in your town to host the exhibit. Stay in touch with your AFSC coordinator for information about other campaigns and resources.

If you will graduate this school year, try to ensure that someone else at your school will continue this type of work – whether it is Eyes Wide Open or other peace events. The group you formed for Eyes Wide Open should become a group that meets regularly or joins with other peace groups on campus.

