



Generation
PEACE

Peace Day 2012
Media Toolkit

**Some information and ideas to help you with your
media coverage for Peace Day 2012**

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Dear Partners: A Guide to this guide

Dear Youth Peace Advocates,

This media kit provides us with some ideas, and information that can help us with our media coverage. We encourage that you engage your local media partners for your peace initiatives. This helps us in broadening the impact of our softcore peace work—popularizing the issue of peace, and making peace a national (not marginal) issue.

Included in this kit: media advisory, which is an invitation for your media contacts. We also included a sample press release, which is what you provide your media contacts to ensure your messages are included in their coverage. We know you can do better than our samples, these only serve as your guide but feel free to Sotto them without conditions (redit, revise, reword, redraft, repackage, etc.)

Lastly, we included some information bonuses through simple Q and A of what is Peace Day, why support peace and our peace day ceasefire call. We are confident that you can use or at the least be inspired by this simple kit to pursue engagement with both traditional and non-traditional media.

Padayon para sa kapayapaan at karapatang pantao!

For peace, (at your service, yes!)

GENPEACE SECRETARIAT

For our non-traditional social media, please use:

TWITTER HASHTAG: #peaceday #ph

FACEBOOK: share photos/info to: [facebook.com/genpeace](https://www.facebook.com/genpeace)

BLOG: <http://youthpeacenetwork.wordpress.com/>

EMAIL: generationpeacenetwork@gmail.com (send reports/reflections/articles for blog to nikki.delfin@gmail.com)

SAMPLE MEDIA ADVISORY: Send Beforehand

MEDIA ADVISORY

Youth celebrate Peace and remember Martial Law Day

Groups call for a just and sustainable peace nationwide

WHAT

On September 21, youth groups along with different sectors such as interfaith groups, women, local government, communities, indigenous peoples and students will celebrate the International Day of Peace at the Volleyball Court in Quezon Memorial Circle, Quezon City. The date that coincides with the Martial Law declaration 40 years ago is also the International Day of Peace declared by the UN. Support for peace is needed because we have the internal armed conflicts that continue after 40 years. GenPeace is spearheading simultaneous celebrations of peace, support for a global peace day ceasefire call and reiteration of support for the peace negotiations. The simultaneous celebrations will take place in Iloilo, Cebu, Bacolod, Butuan City, Davao City, Catarman in Samar, Zamboanga City, Cotabato, Quezon City and Bayombong in Nueva Vizcaya. Martial Law is also commemorated since armed conflicts and human rights abuses intensified during the dictatorship.

WHO

Vice Mayor Joy Belmonte of Quezon City; Gen. Lina Sarmiento, PNP Community Relations Director Violinist Takakazu Machida; Muslim and Christian Faith Leaders; Youth Leaders; Ms. Mirma Mae Tica, GenPeace Spokesperson

WHEN

21 September 2012, 9AM to 12NN

WHERE

Volleyball Court of the Quezon Memorial Circle, Quezon City

WHY

The Philippines experience the most protracted armed conflict and most protracted peace negotiations in this part of the world. The country's armed conflicts continues after over 40 years. In 2008 the country held the world record for most internally-displaced persons at 600,000. That year there were more internal war refugees in the Philippines than in Palestine, Iraq and Afghanistan. This year, the world is attempting the largest reduction of armed violence on September 21. Throughout the world, groups are calling governments and armed groups for a day of truce from armed violence.

HOW

For interviews, photos and additional information, contact **Mr. Nikki Delfin at 09178946454 or nikki.delfin@gmail.com**.

**Music, Cultural Presentations, Advocacy Booths and Solidarity Messages will be capped with tying of colored ribbons to form a peace sign.*

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GenPeace is a national youth network that supports the peace negotiations through peace advocacy, education and empowerment programs. We supercharge youth organizations to become active for peaceful social change. Learn more about what we do, or see our press kit at <http://genpeace.tk/>

SAMPLE PRESS RELEASE: Send during/after event**EMBARGOED UNTIL 21 SEPTEMBER**

Contact:

Mobile:

Telefax:

Email:

**Youth celebrate Peace and remember Martial Law Day***Groups call for a just and sustainable peace nationwide*

Quezon City, Philippines-- Youth groups hold simultaneous peace initiatives nationwide on September 21. The date is infamously known as the declaration of PD 1081 or the Declaration of Martial Law but some commemorate it differently. September 21 is also the International Day of Peace, which is signed unanimously by the UN General Assembly.

“The youth can be apathetic but also active agents of social change and its time to bridge the gap. Many are unaware of the armed conflict and the International Day of Peace which is a day of peace, ceasefire and nonviolence,” said Mirma Mae Tica, the national spokesperson of GenPeace.

Armed conflict persist in the Philippines and remain an important issue. Consider the following:

- The Philippines experience the most protracted armed conflict and most protracted peace negotiations in this part of the world.
- The country’s armed conflicts continues after over 40 years
- In 2008 the country held the world record for most internally-displaced persons at 600,000. That year there were more internal war refugees in the Philippines than in Palestine, Iraq and Afghanistan.
- This year, the world is attempting the largest reduction of armed violence on September 21. Throughout the world, groups are calling governments and armed groups for a day of truce from armed violence.

“We remember Martial Law, and the human rights and humanitarian abuses during the Marcos administration. Our theme ‘just and sustainable peace for our future’ is our way to pay it forward. We are making it national and the time for peace is now.” Tica said.

In Quezon City, Generation Peace Youth Network (GenPeace) leads students and youth organizations, women, indigenous peoples, local government and religious groups in peace

rituals and an advocacy fair. Simultaneous peace day events also take place in Butuan, Cebu, Cotabato, Davao, Iloilo, Bacolod and Catarman. Activities range from candlelit vigil, art competitions, ceasefire petitions, a photo exhibit, a feeding program, peace rituals and forums. The youth organization also partners with local governments for localized peace resolutions and ordinances.

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GenPeace is a national youth network that supports the peace negotiations through peace advocacy, education and empowerment programs. We are part of local, national and global networks on peacebuilding. We supercharge youth organizations to become active for peaceful social change. Learn more about what we do at <http://genpeace.tk/>

The Basics: PEACE DAY

What is the Peace Day?

The World Peace Day, or the International Day of Peace, is a UN-declared day of Peace, Nonviolence and Ceasefire. It was approved at the UN General Assembly through Resolution no. 282. In 2002, the date is fixed annually on the 21st of September.

What happens on Peace Day?

The day is marked with commemorative and celebratory initiatives around the world. We join the global community in calling governments, armed groups, etc. to silence the guns. We want to have the “largest global reduction of violence ever recorded on one day” (peaceoneday, 2012)

What happens in the Philippines?

Generation Peace Youth Network (GenPeace), the nationwidest coming together of youth organizations working and advocating for peace, is organizing youth-led simultaneous initiatives ranging from dance competitions, education discussions, sports, forums, intercultural dialogues, interfaith rituals, etc. Our activities are diverse but the prominent feature of our nationwide peace initiatives are:

- Simultaneous celebrations of the Peace Day
- Local Government Resolutions/Ordinances for Peace Day
- Call for a Peace Day Ceasefire: For the Government, MILF, NDF
- School Forums on Peace Talks and Peacebuilding

The GenPeace Peace Day events are in: CARAGA, Davao, Metro Manila, ARMM, Cagayan Valley Region, Eastern Visayas, Central Visayas and Western Visayas. It's crazier in the Philippines, because we have a month-long set of activities. For the complete list of activities, [click here](#). Or go to:

<http://youthpeacenetwork.wordpress.com/2012/08/20/peace-month-calendar/>

Why should we observe the Peace Day?

Because our country is affected by armed conflicts—low-intensity, unconventional, protracted—that are not easily felt at the national level, but has affected the lives and livelihood of literally millions in conflict-affected areas.

GenPeace is taking the opportunity given by the International Day of Peace to:

- Promote the International Day of Peace and locally, the peace negotiations that need everyone's support
- Join the global call for a 24-hour ceasefire. We want to be part of the largest global reduction of violence ever recorded in history.
- Educate the youth on the importance of the peace processes, the effects of the armed conflict, and the discussions in the peace negotiations between the government and MILF; and the government and the CPP-NPA-NDF

The Basics: WHY PEACE?

We're at war.

The country is plagued by armed conflicts for approximately 40 years for both the armed struggles of the Bangsamoro and the Communist Insurgency. As much as 90% of our provinces have been affected by armed conflicts.¹

Civilians bear the brunt of armed conflict.

It is the civilians that are affected by armed conflict, and while men are often the direct victims and/or perpetrators of armed violence—the youth, women, children are the most distressed in conflict zones.

The Philippines held the world record for the most number of Internally Displaced Persons (IDPs) in 2008². There were over 600,000 'bawkits' or war evacuees then.

¹ SULONG CARHRIHL Forum presentation. The NDF Peace Process and CARHRIHL. FEU Morayta Campus.

² NRC Report in 2009.

Internal armed conflict takes its toll on lives and livelihoods of civilians. Without finalized closure of peace negotiations, civilians in conflict-affected areas remain susceptible to situations of humanitarian crises and human rights abuses.

Nonviolent political negotiations vs. Armed Skirmishes

The four-decade history of armed conflicts provide evidence that armed solutions are ineffective. GenPeace promotes and supports peace negotiations that are inclusive, democratic, transparent, participatory and rights-based. While generally seen as slow and rigorous, the “peace processes” are still the most effective at looking into the root causes of the armed struggles, and in solving problems together.

Ceasefire Call: SILENCE THE GUNS

Below is a copy of our ceasefire call:

Towards Just and Sustainable Peace: Declare a Peace Day Ceasefire!

A Citizens' Call for a September 21 Ceasefire

On the UN-declared International Day of Peace, also called a Global Day of Ceasefire and Non-Violence - September 21, we urge the Government of the Philippines and the CPP-NPA-NDF to declare a 24-hour ceasefire. The ongoing ceasefire between the GPH and the MILF must be especially be upheld on that date.

We ask that the guns be silenced in our country on Peace Day, in solidarity with all who seek to end violent conflicts around the globe.

As peace advocates from diverse political, cultural, faith and social backgrounds, we call for a cessation of hostilities in order to highlight the urgent need for peace.

We support the ongoing peace processes that aim to resolve through political negotiations the decades-long armed conflicts in the Philippines. We are determined to accompany the process toward signing of peace agreements and more importantly, in the implementation of these peace agreements.

In the Philippines, September 21 is more known as the day when Martial Law was declared, that we remember by vowing, "Never again." On this 40th year since the declaration of Martial Law, we still suffer its legacy of armed conflicts and stubborn roots of injustice and poverty.

Therefore our call for peace is not just for the absence of war but further for the presence of "jobs and justice, food and freedom, land and liberation". One of the lessons of our struggle against dictatorship is that a durable peace will be built only with the fullness of human rights and dignity.

On September 21, a day of ceasefire will be a moment marking our common commitment to building a just and sustainable peace.

WE SUPPORT THE PEACE PROCESSES. WE WANT A JUST AND LASTING PEACE. DECLARE CEASEFIRE ON PEACE DAY!

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Generation Peace, Mindanao Solidarity Network, Peace Day Committee, Waging Peace Philippines – GPPAC Southeast Asia