



# NEW MEDIA ADVOCACY PROJECT

*Reframing Human Rights*

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## ABOUT NNMAP

New Media Advocacy Project: New Media Advocacy Project (NMAP) is a team of narrative strategists working at the intersection of communications, movement building, and cultural engagement. We recognize the power of story and narrative to change power structures and to promote equity and justice, and to accomplish that, we partner with and train non-profits, activists, and coalitions around the world. Our roots are in human rights advocacy and visual storytelling, but we work across barriers to design narrative strategies informed by the science of framing, measurement, and strategic distribution. A leader in the narrative change space, we've established a global network through more than 100 civil society partnerships in 30 countries over the last decade. We've been operating for 10 years and have emerged as a leader in the human rights field when it comes to using multimedia storytelling approaches to change narratives, win cases, and modernize advocacy approaches.

## NMAP DIVERSITY, EQUITY, AND INCLUSION STATEMENT

NMAP is committed to building and maintaining an inclusive, anti-racist, multicultural workplace. As a human rights organization that addresses systemic injustices in all facets of society, we strive to promote the kind of equitable world we fight for alongside our global partners. We see diversity, equity, and inclusion as a core part of our mission and responsibility.

## INTERNSHIP OPPORTUNITIES

NMAP internships are designed to give participants a professional experience that truly informs our work. They feature opportunities to lead projects that require cross-disciplinary approaches. NMAP has three primary internship tracks: 1. Research and Development; 2. Narrative Analysis and Strategy; and 3. Production and Creative. NMAP is a mostly remote workplace—we meet Tuesdays as a team—and so we seek interns that feel comfortable working autonomously with regular supervisory check-ins via video or in person. Submit applications and questions to [jobs@newmediaadvocacy.org](mailto:jobs@newmediaadvocacy.org).



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## **Research and Development Internship**

The Research and Development Intern will work with NMAP's Research Director to build and support the organization's research capacity and strategies as they relate to narrative landscaping. Duties include:

1. Conduct research/collect information for media narrative landscape reports
  - a. Research and summarize relevant articles, TV clips, press releases
  - b. Monitor news trends related to specific issues to keep team informed
2. Conduct qualitative/quantitative research as needed for projects
  - a. Collect, manage and analyze data
  - b. Research/help recruit local field contacts
  - c. Plan for focus grouping, help plan field logistics
3. Research emerging research and media tracking tools
4. Build and maintain a database of relevant research contacts

## **Narrative Analysis and Strategy Internship**

The Narrative Analysis and Strategy Intern will work with NMAP's Director of Narrative Strategy and Distribution to research visual narratives and develop an approach for cataloging and mapping visual storytelling that reinforces specific narratives. In addition, this internship will include the opportunity to develop strategic partnerships and narrative change workshop content. Duties include:

1. Research visual images associated with particular narratives or issue areas
  - a. For major stories reinforcing a particular harmful narrative, track the visual storytelling component
  - b. Help design a strategy for identifying, tracking, and logging visual stories associated with larger narratives



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2. Research narratives associated with big issue areas
  - a. Identify trends, especially in Non-U.S. countries
  - b. Work with Director Narrative Strategy to identify the narrative frames and logic
  - c. Work with Director Narrative Strategy to identify audience(s) responding positively and negatively to the frames
3. Create materials for Narrative Change Workshops
  - a. Work with Director of Narrative Strategy to design methodology/activities for different types of workshops (e.g. for activists, filmmakers, organizations, civil society, etc.)
  - b. Help organize and implement workshops
4. Identify and help cultivate industry or learning partnerships around narrative change and visual narrative change, especially—potential for organizing small annual convenings
5. Co-craft narrative impact reports, maintain forthcoming “resources” section of website.

## Production and Creative Internship

The Production and Creative Intern will work with NMAP’s Creative Director develop creative concepts and ensure high quality production. Duties include:

1. Production:
  - a. Work with production partners to write, draft, and review scripts for films and short videos for social media
  - b. Organize translations and transcripts from film interviews
  - c. Back-up footage and organize archive, including 360 and VR video



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## 2. Post-production:

- a. Edit videos, including subtitling, color correcting footage, and basic sound post-production
- b. Design strategies for NMAP's Youtube, Vimeo, Twitter and Instagram Channels (some collaboration with the Director of Narrative Strategy and Distribution)

## 3. Innovation:

- a. Collaborate with NMAP's team to incorporate their strategies into the creative and production workflows
- b. Identify potential collaborations with tech and other human rights organizations
- c. Rethink, test, and use emerging technologies for advocacy work
- d. Attend conferences, meetups, events, and hackathons to bring innovation to NMAP