



NEW MEDIA ADVOCACY PROJECT

Reframing Human Rights

ABOUT NNMAP

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. Productin and Creative. NMAP is a mostly remote workplace—we meet Thursdays as a team—and so we seek interns that feel comfortable working autonomously with regular supervisory check-ins via video or phone. For general inquiries and questions, contact danielle@nmap.co.

Submit Narrative Strategy applications and questions to michael@nmap.co.

Narrative Analysis and Strategy Internship

The Narrative Analysis and Strategy Intern will work with NMAP's Director of Narrative Strategy and Distribution in two primary capacities: 1.) To analyze and synthesize NMAP's narrative change approach, methodology, and lessons (across all projects within our program areas) in the form of briefs, reports, and blog posts, so as to publicly promote our model; 2.) to research visual narratives around specific topics 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. Significant writing across formats and for distinct audiences—funders, peer organizations, and other narrative change practitioners.
2. 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
3. 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
4. Help organize and implement narrative development workshops