

**NEW MEDIA
ADVOCACY
PROJECT**

2017 annual report



PHOTO BY JESSIE ADLER

Reframing Human Rights

Lourdes is part of the first generation of anti-mining activists in the Cordillera region of the Philippines. She helped barricade supply roads and prevented a mining company from expanding. Women of the Cordillera lead the community's resistance movement against mining.

To date, we've partnered with **100** civil society organizations in more than **30** countries, completed **70+** projects and **300** videos.

NMAP WAS FOUNDED IN 2009 to help human rights advocates tell stories rather than convey messages. This is the heart of the problem NMAP works to solve: whoever tells the best story wins, and too often civil society lacks the capacity to tell stories strategically—whether for a jury or the broad public.

We were on to something. To date, we've partnered with 100 civil society organizations in more than 30 countries, completed 70+ projects and nearly 300 videos. We've had everything from incremental successes to champagne moments in cases and campaigns, and helped our partners learn to use the power of new media more effectively in their work. A video we produced for Center for Constitutional Rights helped secure the release of Fahd Ghazy from Guantánamo. Our video with the Institute for Justice and Democracy in Haiti that highlighted the rape epidemic following Haiti's earthquake resulted in significant money in USAID grants to fight gender-based violence.

But our problem has taken on new complexity—from fake news to the restructuring of media distribution. While our projects continue to center around visual media, our role in the movement has evolved. NMAP now operates under a new banner: reframing human rights.

Frames are how we see the world and make up our reality. Reframing is about stepping back from assumptions and the tried and true, and rethinking what is possible.

“Reframing is about stepping back from assumptions and the tried and true, and rethinking what is possible.”

For NMAP, reframing human rights is a concept that captures two current focuses of our work:

1. Civil society must shift its storytelling from message-centric to audience-centric, considering not just the best argument but the best form of persuasion for their audience.
2. Video and emerging media can help communities connect in new ways that significantly bolster their access to justice.

This report highlights two of the dozens of partnerships we undertook in 2017. The first highlights how reframing gave vital new energy to Justice Project Pakistan's efforts to bring back the country's moratorium on the death penalty. The second demonstrates the power of connecting communities in Latin America, the Caribbean, and Sub-Saharan Africa that are standing up to powerful corporations and governments in resistance to abusive mining projects.

Looking forward, NMAP is experimenting with emerging media technology (virtual reality, augmented reality, social gaming); building new distribution channels in remote communities, on streaming devices, and in legal advocacy; and growing our staff and board with a deepened focus on diversity, equity, and inclusion.

Although 2017 was brutally difficult for the communities that human rights advocates serve, I am heartened by the energy and the innovative forms of resistance to authoritarianism, extremism, and hate that emerged. We look forward to helping our partners tell transformative stories to shift the balance of power.

Thank you for your partnership and support in this work.

Stephen Steim

Stephen Steim
Executive Director

Report context

STORYTELLING IS HOW PEOPLE LEARN AND FORM THEIR OPINIONS AND BEHAVIOR

INCREASINGLY VISUAL STORYTELLING

is the dominant medium—the internet has already moved from being text-dominated to video-dominated, with immersive media gaining ground.

Immersive narrative experiences are swiftly reshaping the landscape of storytelling at a level and pace unseen since the invention of the moving image.

—Cara Mertes,
Ford Foundation

1/3 of online activity is spent watching video.

VR, 360 video, augmented reality, social gaming, etc. —are advancing at greater rates than video did a decade ago.

more video content is uploaded in **30 days...**

...than the major U.S. television networks have created in **30 years.**

87% of online marketers use video content.

Social video generates **1200%** more shares than text and images combined.

Too often, the powerful and human rights abusers get to frame the story. Human rights defenders and civil society organizations often lack the capacity and experience to tell compelling visual stories. NMAP fills this gap.

A Look at 2017

THE MOST DIFFICULT AND LEAST VISIBLE CAMPAIGNS

THROUGHOUT 2017, we partnered with 45 organizations across four continents to address some of the most pressing human rights issues of our time—from grand corruption to women's rights—using a wide variety of genres, storytelling techniques, platforms, and technologies.

Key



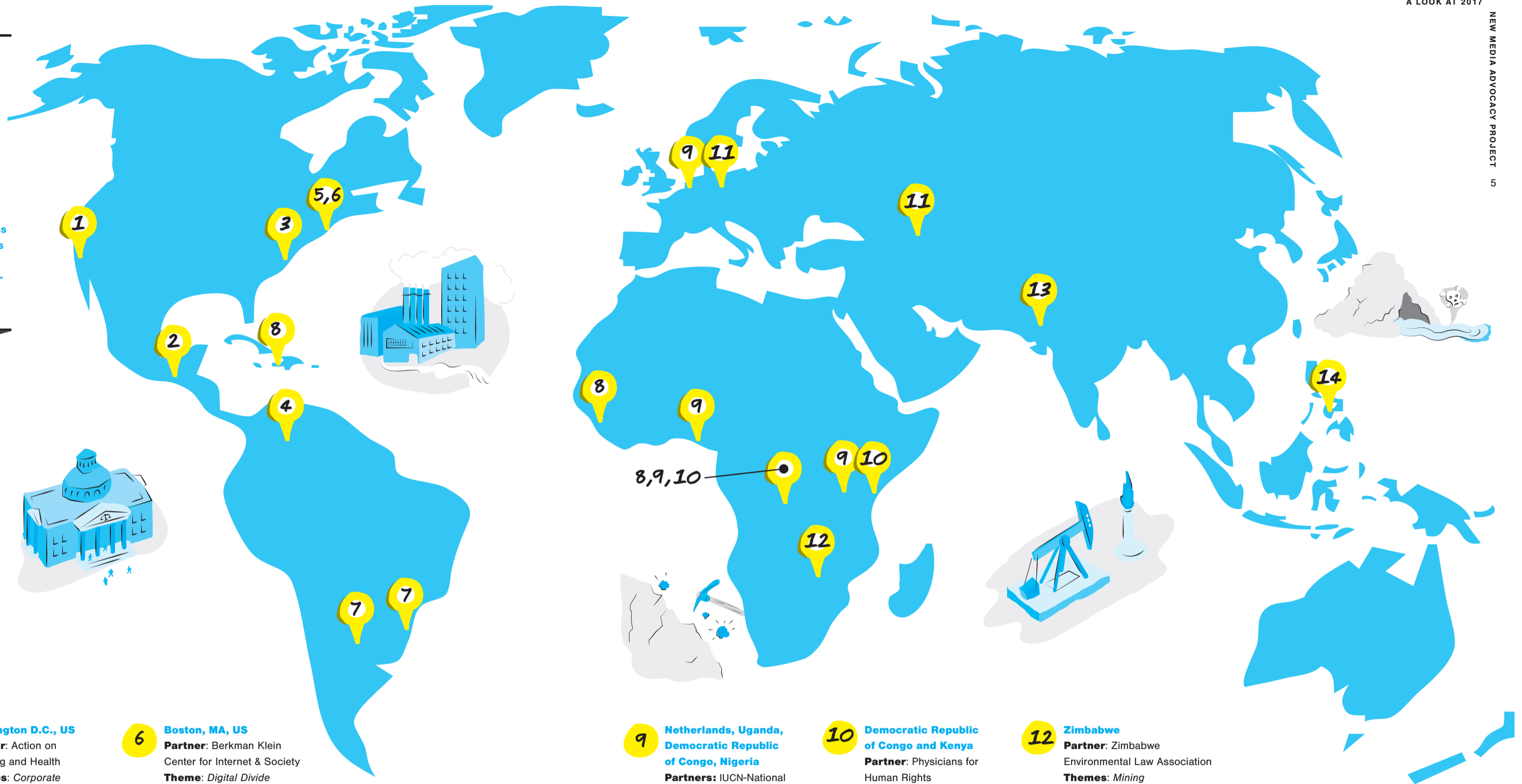
Justice Focus



Environmental Focus



Human Rights Focus



1 Los Angeles, CA, US
Partner: Public Counsel
Theme: Corporate Accountability

2 Guatemala
Partners: Fund for Global Human Rights, Centro Para la Accion Legal en Derechos Humanos, Equipo de Estudios Comunitarios y Acción Psicosocial, Bufete Jurídico de Derechos Humanos, Asociación Familiares de Detenidos-Desaparecidos de Guatemala, The Association for the Integral Development of the Victims of the Violence of the Verapaces, Maya Achi, Grupo de Apoyo Mutuo, Hijos por la Identidad y la Justicia contra el Olvido y el Silencio
Themes: Transitional Justice & Forced Disappearances

3 Washington D.C., US
Partner: Action on Smoking and Health
Themes: Corporate Accountability & Tobacco Control

4 Colombia
Partners: Colectivo de Abogados "José Alvear Restrepo," Justicia y Paz, and Yira Castro
Theme: Attacks on Human Rights Defenders

5 Boston, MA, US
Partners: Massachusetts Public Charter School Association, Boston Compact, and C-Plan
Theme: Education Equity

6 Boston, MA, US
Partner: Berkman Klein Center for Internet & Society
Theme: Digital Divide

7 Uruguay, Argentina, & the Americas
Partner: Inter-American Commission on Human Rights
Theme: Access to Justice

8 Guinea, Democratic Republic of Congo, Haiti
Partners: Centre du Commerce International pour le Développement, American Bar Association Rule of Law Initiative, Kolektif Jistis Min, NYU Global Justice Clinic
Theme: Mining Resistance

9 Netherlands, Uganda, Democratic Republic of Congo, Nigeria
Partners: IUCN-National Committee of the Netherlands, Friends of the Earth Nigeria, Social Action Netherlands, Innovation for Development and Environmental Protection, Federation of Fishermen of Lake Edward, Alerte Congolaise pour l'Environnement et les Droits de l'Homme, Africa Institute for Energy Governance, National Association of Professional Environmentalists
Theme: Extractives Abuse

10 Democratic Republic of Congo and Kenya
Partner: Physicians for Human Rights
Theme: Sexual Violence, Informed Consent, & Forensic Photography

11 Uzbekistan, Germany
Partners: Uzbek-German Forum for Human Rights, Transparency International, Open Society Foundations, Sunshine Uzbekistan, Cotton Campaign
Themes: Grand Corruption & Corporate Accountability

12 Zimbabwe
Partner: Zimbabwe Environmental Law Association
Themes: Mining Resistance & Land Rights

13 Pakistan
Partner: Justice Project Pakistan
Theme: Death Penalty & Criminal Justice Reform

14 Philippines
Partners: Innabuyog, Cordillera Peoples Alliance
Themes: Women's Rights & Mining Resistance

Impact Spotlight

CHALLENGING THE DEATH PENALTY IN PAKISTAN

UNDER THE GUISE of fighting terrorism, Pakistan lifted its moratorium on the death penalty in 2014 and has since become the world's third most prolific executor. NMAP partnered with Justice Project Pakistan (JPP), a Lahore-based human rights law firm, to support their work around advocating for a return of the moratorium. Our multimedia campaign was designed to shift the public narrative on Pakistan's death penalty, and pressure the government to respect its international human rights treaty commitments and UN human rights mechanisms.



Community Screenings: JPP's Bus Kardo tour was a week-long bus tour around Pakistan leading up to the World Day Against the Death Penalty. In collaboration with Azad Theatre and Highlight Arts, JPP staged performances and held screenings of our videos in public areas in five cities across Pakistan. **Audience attendance ranged from 80-450 for each performance, with a total attendance of nearly 1,200 people.**

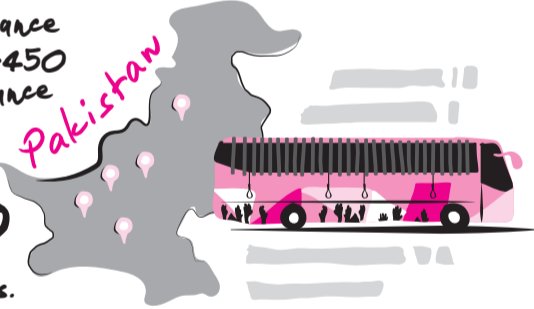


Festivals: Our 15-minute true crime-style documentary *JPP Investigates: 17 and Sentenced to Die* was selected for the Pakistan International Film Festival in March 2018.



Online Audiences: In total, **our videos have been viewed by 1,371,412 people** on Facebook, YouTube, Vimeo, and a variety of press sites. Bakhtawar Bhutto Zardari, the daughter of former Pakistani Prime Minister Benazir Bhutto, added her voice to our campaign launch, which targeted the international human rights community. The launch reached 1,489,755 in Pakistan and around the world, and the first video was viewed more than 20,000 times on Facebook after only three days. Our animated video *72 Hours to Execution*, was viewed by **732,571 people** and was shared **5,264 times**. **9,700 individuals** reacted to the video, and **2,700 people commented**. A second animated video, *Counting Executions*, was the most watched on Dawn (a Pakistani news site) for October 9, 2017 getting a total of 137,000 views. 2,200 people reacted to the video, and 842 people shared it. *JPP Investigates: 17 and Sentenced to Die* video received more than 59,000 views on Dawn's Facebook page, and Mangobaaz, Pakistan's equivalent of BuzzFeed, is creating their own edit of JPP Investigates for their site.

Audience attendance ranged from 80-450 for each performance with a total attendance of nearly **1200** audience members.



From JPP Investigates: 17 and Sentenced to Die



PHOTO BY ASIM RAFIQI

"countdown to Execution" animated video stats:

732,571 views

5,264 shares

9,700 reactions

2,700 comments

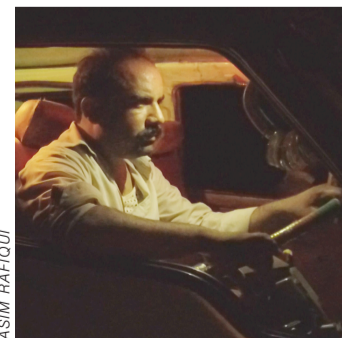
Impact:

NMAP produced 11 tactical advocacy videos that helped JPP meet their goal of creating awareness and pressure from the international community and the UN human rights mechanisms. The campaign has been incredibly successful: Pakistan is reviewing the 27 crimes that warrant a death sentence in order to clarify its stance on cases pertaining to persons with disabilities or juveniles. JPP has also reported that their goal of getting people to think more deeply about the death penalty was met, as is evidenced by the vigorous debate in the comments sections of the videos.

27 crimes reviewed

Musarrat Nausheen, Abdul Basit's wife, struggles to raise their two sons alone. Abdul was sent to Pakistan's death row without proper representation, was held in fetters in filthy conditions, and contracted a form of meningitis that left him paralyzed and unable to recognize his family.

From JPP Investigates: 17 and Sentenced to Die



ASIM RAFIQI



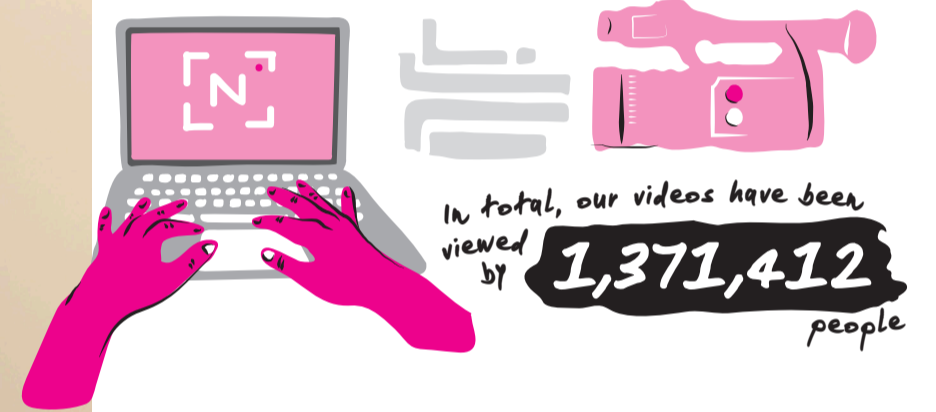
ASIM RAFIQI

Iqbal Banno is the mother of Khizar Hayat, a man whose mental illness prevents him from even recognizing her. He has been sentenced to death by hanging.



ASIM RAFIQI

Muhammad Abbas is the brother of Iqbal Muhammed, a 17 year-old boy who was convicted of killing a man during an armed robbery, and has spent 15 years on death row in Pakistan.



project aims

Change Structures, Change Minds: Our campaign had a number of interrelated goals: To start to shift a public that is 90% in favor of capital punishment toward a positive view of a moratorium; to create international pressure on Pakistan's government in order encourage it to amend bad laws and policies that punish the most vulnerable; and ultimately to reinstate Pakistan's moratorium on the death penalty.

how it worked

Strategic Audiences: Each video made a strategic argument for a specific audience, which was then targeted using a tailored distribution strategy—whether for JPP's social media audience, direct advocacy with the public, or to create pressure with international allies.

JPP Recruited their Media Allies: JPP leveraged their extensive press relationships in order to receive ongoing, in-depth press coverage.

Unconventional Approach: The campaign included videos with a range of styles, from animation to vox pop to true crime. The videos were thought provoking, and in some cases satirical, in order to get Pakistani audiences out of the government-led mindset that "the death penalty prevents terrorism" or "the death penalty is an effective punishment for grave crimes."

Impact Spotlight

COMMUNITY-BASED PREVENTION OF MINING ABUSES

MINING COMPANIES devastate communities and environments globally. With the support of The 11th Hour Project, NMAP created *Beneath the Surface* in partnership with the American Bar Association Rule of Law Initiative (ABA ROLI), NYU's Global Justice Clinic (NYU), Haiti's Kolektif Jistis Min (KJM), Guinea's Centre du Commerce International pour le Developpement (CECIDE), and a coalition of civil society groups to create a multimedia toolkit that connects rural communities who have fought mining abuses with those where mining is slated to begin.



PHOTO BY ED KASHI

The Chief Regent of Tanchara brought his whole community together to map their resources—from values to land and clean water to their sacred groves—to determine if they felt allowing a mining company to mine their land would be beneficial. They decided not to allow mining.



PHOTO BY MINING ABUSE PROJECT



Online Audiences: In total, 23,053 people have viewed the videos online.



Community Screenings: In 2017, NMAP travelled to Democratic Republic of Congo (DRC), Guinea, and Haiti to train paralegals and screen our preventative advocacy videos for communities where mining is slated to begin. **The videos have been viewed by more than 4,000 community members.**



Radio: The videos were converted to radio programs that were **broadcast 36 times to 290,000 people** in DRC.



Conferences and Trainings:

- African Coalition on Corporate Accountability annual conference in South Africa
- Indigenous and Conserved Communities Area (ICCA) Consortium general assembly in Geneva
- The 11th Hour Project CONNECT conference in San Francisco
- Earth Rights International used our video *Negotiating the Environmental Impact Assessment* in their training on EIAs.
- NYU conducted a human rights training in Budapest using our video *Impacts of Mining*.

Community Screening in Haiti.

project aims

Change Behaviors, Change Structures: The two primary goals of *Beneath the Surface* were to: **(1)** move communities to action to prevent the most prevalent abuses committed by mining companies, and **(2)** empower them to engage with legal, political, and economic strategies to stop abuses and environmental devastation before they take place, and bolster a global movement.

how it worked

Specific Target Audiences: The series was developed for the explicit needs of rural communities facing mining. We spent a year working with our partners in DRC and Haiti to understand the needs in mining-targeted communities, testing videos with focus groups, and determining the best storytelling approach.

Grassroots Approach to Community Empowerment: The mechanisms for fighting a mining project are intentionally technical and opaque. In response, we created conversations between communities separated by thousands of miles using backpack cinema kits. The resulting series was relatable to communities, emotionally resonant, and legally empowering.

Embedded Videos into Existing Support Networks: The series nurtures relationships between rural communities facing mining and the local civil society organizations that could provide legal and technical assistance. We trained community paralegals to lead screenings using backpack cinema kits in areas where civil society was already active. After screenings, community paralegals helped audiences use the tactics highlighted in our films.



The videos have been screened by more than **4,000** rural community members in Democratic Republic of Congo (DRC), Guinea, and Haiti.

The videos were converted to radio programs that were broadcast 36 times to **290,000** people in the DRC

Impact and Achievement: One of the most important achievements of *Beneath the Surface* has been its positive emotional impact on communities. Feeling less alone in their fight, self-advocacy is up in each of our target countries—increased demand for rights-based information and access to experts; increased legal clinic claims filed; and increased lobbying of local and industry representatives.



NMAP Project Manager Madeleine May interviewing Filipino activist Lourdes Ayadi.



PHOTO BY DIANA MANGILI

2016–2017

DONORS

Foundations: The 11th Hour Project, Anonymous (2), Bertha Foundation, Conant Family Foundation, Fund for Global Human Rights, MacArthur Foundation, Open Society Foundations, Skadden Fellowship Foundation, The William and Flora Hewlett Foundation, David and Anita Keller Foundation

Individual Donors: Anonymous (2), Dulari Amin, Robert Ayers, Sandee Blechman and Steven Goldberg, Blaine Bookey, Judith Boronson, Esther Canell, Candace Carraway, Sam Coffey, Rebecca Richman Cohen, Matthew Collins-Gibson, Deborah Davis, Karen Drucker, Stephen Frank and Adam Berger, Ken Friedman, Linda Gesoff, Alex Gibney, Julia Gilheany, Jay Glaubach, James Goldston, Jennifer Gootman, Dedrea & Paul Gray, Marei Hacke, Vanessa Holden, Mary Martha Hudson, Emily Jacobi, Ed Kashi, Jacob Lalezari, Donna Landerman, Lawrence Landerman, Deborah Masters, Susan Mattioli, Robert May, Ben Metcalf, Paulette Meyer and David Friedman, Ciara Murphy, Colleen Murphy, Gayle Northrop, Zoe Pagonis, Jobi Petersen, Joanna Rogovin, Lisa Rosenbaum, Robert F. Scherma, Valentina Stackl, Lianne Stofsky, Cecily Strong, Colleen and Bill Strong, Zachary Taylor, John Urquhart, Carl Wedoff and Jessie Pascoe, Gary Widmore, Ilene Whitman, Melissa Wong



“our goal is to become a fully inclusive anti-racist multicultural organization.”

A LOOK AHEAD AT 2018

Emerging Storytelling Media: During NMAP’s *Beneath the Surface* distribution trip to Guinea in June, our team filmed 360-degree virtual reality content with our local partner to test its potential in the context of community empowerment. We’ll continue to explore how and when emerging storytelling media are best suited for advancing engagement in advocacy and legal empowerment initiatives.

Streaming on Demand: We’ve been developing a series highlighting women human rights defenders around the world. We’ll explore how we can turn this into a treatment for streaming platforms. Bringing this new distribution opportunity to our partners—particularly those who struggle to reach broader audiences with their work—could help amplify crucial stories.

Diversity Initiative: NMAP has a staff of eight people, 25% of whom are from underrepresented groups. We recognize that we still have room for improvement. Our goal is to become a fully inclusive anti-racist multicultural organization. In the coming year, we will:

- develop internship and employment partnerships with a greater range of institutions;
- work to eliminate unpaid internships;
- work with a consultant to root out unconscious biases.

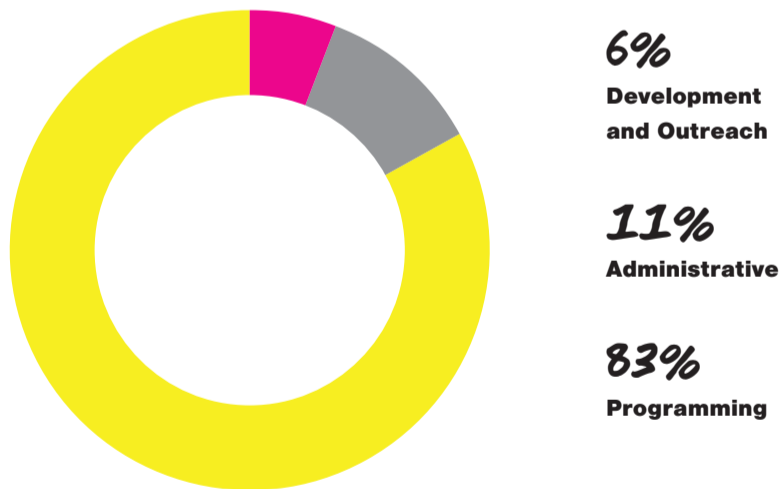
Our vision is to be an organization that has overcome systemic racism and all other forms of oppression, and that also works towards that vision for our wider community.

THE HEART AND SOUL OF NMAP

Staff
Michael Braithwaite, Communications Director
Karen Heredia, Project Manager
Danielle Kraus, Operations Manager
Jessie Landerman, Senior Project Manager
Katherin Machalek, Creative Director
Madeleine May, Project Manager
Mitch Paquette, Project Associate
Stephen Steim, Executive Director

Board of Directors
Matthew Collins-Gibson, Co-Chair
Kim Keller, Co-Chair
Ciara Murphy
Adam Stofsky

FINANCIALS



Net assets from prior years to use in 2016	111,422
2016 Revenue and Support	888,824
Expenses	
Program	869,040
Administrative	119,967
Development and Outreach	61,777
Total	1,050,784
Net Assets Year-end (restricted and unrestricted)	479,030

Help us build a human rights
movement for the 21st Century.
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