NEW MEDIA ADVOCACY PROJECT
2017 annual report
NEW MEDIA ADVOCACY PROJECT
grants to fight gender-based violence.

countries, completed

we've had everything from

to help human

PHOTO BY JESSIE ADLER
Lourdes is part of

expanding. Women

supply roads and

lead the commu

nity's resistance

against mining.

of anti-mining

movement

organizations

in more than

with

300

videos.

iso 10902

USAID

earthquake resulted in significant money in

highlighted the rape epidemic following Haiti's

institute for Justice and Democracy in Haiti that

for Constitutional Rights helped secure the release

never before seen in cases and campaigns, and helped our partners

learn to use the power of new media more effec
tively in their work. A video we produced for Center

learn to use the power of new media more effec
tively in their work. A video we produced for Center

advocacy; and growing our staff and board with a

depthened focus on diversity, equity, and inclusion.

Looking forward, NMAP is experimenting with emerg

ing media technology (virtual reality, augmented reality,
social gaming, etc.)—are advancing at greater rates

than video did a decade ago. Than video did a decade ago. than video did a decade ago. than video did a decade ago. than video did a decade ago.

Too often, the powerful and human rights defenders get to frame the story. Human

rights defenders and civil society organizations that lack the capacity and experi

ence to tell compelling visual stories, NMAP fills this gap.

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

1. Civil society must shift the 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 partner

ships 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 morato

rium 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.

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.

NMAP was founded in 2009 to help human

rights advocates tell stories rather than convey mes

sages. This is the heart of the problem. NMAP works

to unveil 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 pub

lic.

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 dramatic moments

in cases and campaigns, and helped our partners

learn to use the power of new media more effec
tively in their work. A video we produced for Center

for Constitutional Rights helped secure the release

of Fahd Ghazy from Guantánamo. Our video with

an international human rights organization and

a law student who had never before made a video

was brutality difficult for the communi

ties. The first highlights how

videos. We've had everything from

moving from being text-dominated to video-dominated,
with immersive media gaining ground.

Increasingly visual storytelling

The Internet has already

though less than the major

U.S. television networks have

created in

days...

watching video.

since the invention

of storytelling at a

level and pace unseen

of the moving image.

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 emerg

ing media technology (virtual reality, augmented reality,
social gaming, etc.)—are advancing at greater rates

than video did a decade ago. than video did a decade ago. than video did a decade ago. than video did a decade ago. than video did a decade ago.

Too often, the powerful and human rights defenders get to frame the story. Human

rights defenders and civil society organizations that lack the capacity and experi

ence to tell compelling visual stories, NMAP fills this gap.

Immersive narrative experiences are swiftly

reshaping the landscape of storytelling at a

level and pace unseen since the invention

of the moving image. —carr marx, ford foundation

Like the powerful and human rights defenders get to frame the story. Human

rights defenders and civil society organizations that lack the capacity and experi

ence to tell compelling visual stories, NMAP fills this gap.

NMAP works with immersive media gaining ground.

Looking forward, NMAP is experimenting with emerg

ing media technology (virtual reality, augmented reality,
social gaming, etc.)—are advancing at greater rates

than video did a decade ago. than video did a decade ago. than video did a decade ago. than video did a decade ago. than video did a decade ago.

Too often, the powerful and human rights defenders get to frame the story. Human

rights defenders and civil society organizations that lack the capacity and experi

ence to tell compelling visual stories, NMAP fills this gap.

Immersive narrative experiences are swiftly

reshaping the landscape of storytelling at a

level and pace unseen since the invention

of the moving image.
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.
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 per performance, with a total attendance of nearly 1,000 people.

Festivals: Our 15-minute true crime-style documentary, JPP Investigates: 17 and Sentenced in 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, Vines, and a variety of news 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 1,469,755 in Pakistan and around the world, and the first videos was viewed more than 20,000 times on Facebook after only three days.

Our animated video 72 Hours to Execution, was viewed by 725,371 people and was shared 3,204 times, 3,700 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 1,900 people shared it. JPP Investigates: 17 and Sentenced in Die video received more than 50,000 views on Dawn’s Facebook page, and Mangobaaz, Pakistan’s equivalent of Buzzfeed, is creating their own Pakistan’s equivalent of the video.

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 live to true crime. The videos were thought provoking, and in some cases satirical, in order to get Pakistan audiences out of the government mindset that “the death penalty prevents terrorism” or “the death penalty is an effective punishment for grave crimes.”
African Coalition on The 11 conducted a human DRC. Indigenous and Conserved Earth Rights International people have viewed the th 2017 ANNUAL REPORT PHOTO BY MINING ABUSE PROJECT images where mining is slated to begin. ties who have fought mining abuses with those 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.

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 Development (CIDEI), 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.

Impact Spotlight: Mining

The videos were converted to radio programs that were broadcast 36 times to 290,000 people in DRC. The videos have been viewed 23,053 times online.

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.

Beneath the Surface, Change Behaviors, Change Strategies: 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.

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.

Impact and Achievement:

- One of the most important achievements of Beneath the Surface has been its positive emotional impact on communities. People less active in their fight for advocacy is up in each of our target countries—increased demand for rights-based information and access to experts; increased legal (cases filed); and increased lobbying of local and industry representatives.

Confereences 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 EIA
- NYU conducted a human rights training in Budapest using our video Impact of Mining.

Embroidered 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.

Impact Spotlight: Mining

Online Audiences:

In total, 23,053 people have viewed the videos.

Community Screenings:

The Chief Regent of Tanchara of his mining company to mine his land, allowing a mining company to mine Beneath sacred groves—to the Chief Regent's surprise, the community together determined if they felt community values to land and resources—from to allow mining. They decided not to allow mining. Beneath the Surface focused on the most pressing issues of mining-targeted communities, and the series sensitized audiences to stories of mining abuses and environmental devastation. The series' impact was evidenced through increased legal (claims filed); and increased lobbying of local and industry representatives.

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.

Beneath the Surface, Change Behaviors, Change Strategies: 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.

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.

Impact and Achievement:

- One of the most important achievements of Beneath the Surface has been its positive emotional impact on communities. People less active in their fight for advocacy is up in each of our target countries—increased demand for rights-based information and access to experts; increased legal (claims filed); and increased lobbying of local and industry representatives.

Confereences 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 EIA
- NYU conducted a human rights training in Budapest using our video Impact of Mining.

Embroidered 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.

Individual Donors: Anonymous (2), Dulari Amin, Robert Ayers, Sandee Blechman and Steven Goldberg, Blaine Booke, 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, 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

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 Hervila, Project Manager
Danielle Kraus, Operations Manager
Jessie Landerman, Senior Project Manager
Katherin Machalek, Creative Director
Madeleine May, Project Manager
Mitch Pappas, Project Associate
Stephen Stein, Executive Director

Board of Directors
Matthew Collins-Gibson, Co-Chair
Kim Kater, 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: $660,040
Administrative: $119,687
Development and Outreach: $61,777
Total: $1,050,784

Net Assets Year-end (restricted and unrestricted): $478,030
Help us build a human rights movement for the 21st Century. Donate today at nmap.co