Rights Reframed: Media Advocacy Mentorship Program

-- 2019 Call for Applications for Visual Media Projects that Address Housing Issues--

Duration of program: September 2019 - June 2020

New Media Advocacy Project (NMAP) invites applications for a 10-month mentorship program designed to support activists in creating and distributing media advocacy projects that challenge the way human rights are framed in Central Asia and the South Caucasus. Over the course of the program, participants will produce short media works for distribution in their own countries. The media produced may be in any format that can be shared with the public (e.g. short-form video, web-docs, interactive or multimedia installation, AR/VR, animation, crowd-sourced community storytelling, photography, etc.) around the theme of **housing (e.g. projects could address the right to housing, how corruption impacts the issue of housing, etc.)**—an issue that has reached critical urgency in both the South Caucasus and Central Asia—and should aim to support a larger, ongoing campaign or advocacy goal. Participants are encouraged to use creative visual storytelling approaches. Final projects will be for distribution in each participant's home country and should aim to support a larger, ongoing campaign or advocacy goal.

In many parts of the world, human rights and social justice issues struggle to overcome a negative public image. This is partly because states have sought to suppress support for human rights by controlling its image on mainstream media outlets, but also because positive counter messaging struggles to engage audiences, and forms of alternative distribution are underexplored. The Rights Reframed Mentorship Program aims to improve attitudes towards social issues by experimenting with new approaches to storytelling and exploring more creative forms of audience engagement.

This program is open to participants affiliated with human rights organizations or individual activists, media makers and storytellers who are passionate about human rights issues and want to positively influence attitudes towards these issues by experimenting with new narratives that go beyond traditional approaches.

Over the course of the program, participants will:

- Produce and distribute one media-based advocacy piece on a human rights issue of their choosing

- Receive in-depth mentoring on media advocacy and production from NMAP and regional mentors
- Form focus groups and conduct guided research on local media landscapes and current biases that discredit human rights issues
- Participate in one to two-hour remote meetings twice a month with a media production mentor, who will support participants in the conception, production, and distribution of their media.
- Receive a small grant to produce their projects

The mentorship program will begin with a week-long regional kick-off meeting in mid-November 2019, followed by a second week-long convening in March 2020 focused on reviewing first versions of each project, including screening rough cuts, and planning for distribution. Travel expenses to these meetings will be covered by the program. Participants will be expected to commit an average of 10-15 hours per week during the program, including regular online meetings with mentors and independent production work. Production hours are flexible and may be worked around a participant's individual schedule. No relocation is required to participate in the program.

Selection criteria:

The program is seeking six participants from the following countries in Central Asia and the Caucasus:
- Armenia
- Azerbaijan
- Georgia
- Kazakhstan
- Kyrgyzstan
- Tajikistan
- Turkmenistan
- Uzbekistan

Preference will be given to maintaining a geographical and gender balance among participants as well as unique and creative project concepts that explore the issue of shrinking civic space.

Applicants should be able to demonstrate:

- An awareness of the human rights situation in their county and the current negative messaging around human rights issues
- A creative project idea that addresses housing rights
- A capacity for and openness to reframing current human rights messaging in their country
- A commitment to human rights work/issues; participants with an established network in the human rights space and/or contacts in local or national media are strongly preferred.

- Some knowledge of media production is preferred though strong project concepts are the most important factor
- Working knowledge of English language is a strong asset, but not required

Applicants representing ethnic, religious, linguistic, and/or sexual minorities are strongly encouraged to apply.

Application Deadline:

Please read the application carefully and fill out all of the questions. Email the completed application <u>and</u> your CV as attachments to info@nmap.co by Sunday October 6, 2019 at midnight EST with the subject line "Application for Rights Reframed 2019."

Those accepted to the program will be notified by the end of October, 2019.

About NMAP:

NMAP's mission is to partner with change makers to tell stories that promote a more equitable world. Based in New York City, we work with activists and organizations internationally to make measurable progress on complex problems where new narratives, reframing, and unconventional approaches are most needed.

NMAP envisions a world where equality and justice are embraced and where movements can effectively topple unjust power. We work with mission-aligned movements to understand the nuanced picture of beliefs, values, and behaviors that underlie entrenched and polarizing issues. We create new narratives around issues that matter with the goal of building dominant political and cultural narratives that promote a world in which everyone can thrive. We've established networks globally through more than 100 civil society partnerships in 30 countries over the last decade.

In 2018, NMAP established the [Rights Reframed mentorship program](#) for 12 activists in former Soviet states that are interested in using visual media to reframe tough human rights issues in their countries.