INTERNATIONAL **HUMAN RIGHTS FUNDERS** GROUP

PRE-CONFERENCE INSTITUTE

THE REVOLUTION IN MOBILE MEDIA: POWER (AND PERIL) TO THE PEOPLE

ORGANIZED BY

GRANTMAKERS IN FILM + ELECTRONIC MEDIA

JULY 16, 2012
PALEY CENTER FOR MEDIA, NEW YORK

Mobile media…

… for the purposes of this institute, refers to the devices and processes that allow individuals to collect, curate, distribute, and consume information through mobile devices.

Mobile devices include…

… smart phones, feature phones, and tablet devices that provide users access to the internet.

INSTITUTE OBJECTIVES

- To gain an understanding of the fundamentals of using mobile media to advance human rights – its creation, distribution, and consumption.

- To explore the potential of mobile media devices for advancing human rights and deepen understanding of the use of these platforms through hands-on demonstrations.

- To gain an understanding of the security risks faced by human rights defenders using mobile media and the role funders can play in the safe use of mobile media by their grantees.

- To explore the funder's role in facilitating policies conducive to the safe and effective use of mobile media.

- To examine strategies for telling compelling human rights stories through mobile media platforms.

AGENDA

8:30-9:00 am   **BREAKFAST AND REGISTRATION**

9:00-9:30 am   **WELCOME, INTRODUCTIONS, AND ORIENTATION**

Michael Hirschhorn, Executive Director, International Human Rights Funders Group (IHRFG)

Vincent Stehle, Executive Director, Grantmakers in Film + Electronic Media (GFEM)

9:30 am-12:00 pm   **ADVANCING HUMAN RIGHTS GOALS WITH MOBILE MEDIA: AN INTRODUCTION**

Panelists will provide an introduction to mobile media – beyond Facebook, Twitter, blogging, and YouTube – and its applicability in the human rights field. Participants will have the opportunity to view, touch, and feel innovative mobile media devices and platforms through hands-on demonstrations.

Key questions to be explored:
- What does "mobile media" mean?
- What are some examples of how people capture, produce, and disseminate information using mobile media?
- How is mobile media currently being used to advance accountability of and advocacy for human rights? How do users and consumers apply information disseminated via mobile media to gather evidence and pursue justice?
- How can funders integrate "traditional" human rights work with modern communications?
- How should donors navigate emerging approaches of "citizen journalism" and individual civic action?

Facilitator: Amy Starlight Lawrence, Project Specialist, Knight Foundation

Speaker: Andrew Puddephatt, Director, Global Partners & Associates

**9:30 am-
12:00 pm**

ADVANCING HUMAN RIGHTS GOALS WITH MOBILE MEDIA: AN INTRODUCTION (CONTINUED)

Demonstrations (please choose two out of three):

Boardroom

Mobile Kunji: Using Mobile Phones to Deliver Life-Saving Information
Yvonne MacPherson, Executive Director, BBC Media Action USA
Mobile Kunji is a multi-media job aid for frontline health workers in Bihar, India. Through this project, BBC Media Action is using mobile phones to train and equip village health workers to communicate health information to 22 million rural families. Mobile Kunji was developed specifically for resource-poor settings, to be scalable and sustainable, and to contribute to the goal of reducing maternal and child mortality by 40 percent. BBC Media Action is the charity arm of the BBC World Service and uses various forms of media and communication to impact the areas of human rights, health, and humanitarian response.

Chairman's Suite

WaterTracker: Structured Data, Integrated Response
Rob Baker, Program Developer, External Projects Team, Ushahidi
In Afghanistan, wells built in the most remote regions of the country can go months without repair due to slow communication channels, poor oversight, and lack of contractor accountability. WaterTracker, a project of Ushahidi, was developed to monitor those wells. This model of program logistics crafted around mobile data not only saved donors tens of thousands of dollars, it also dramatically increased community engagement. This demonstration will explain how projects like this can be scaled and replicated in other contexts. Ushahidi is a non-profit company that specializes in developing free and open source software for data collection, visualization, and interactive mapping.

Foyer

bGeigie: Measuring Radiation
Sean Bonner, Co-Founder & Global Director, Safecast
The Safecast project provides accurate environmental data to people and communities, primarily focusing on radiation measurements in the wake of the Fukushima disaster in March 2011 in Japan. Until now, these measurements have been unavailable to people, causing stress and social trauma for people who are forced to decide whether to evacuate their premises. The data collected via mobile-connected Geiger counters such as bGeigie has had a tremendous impact on communities' empowerment and people's peace of mind. Safecast is a global project working to empower people with data, primarily by mapping radiation levels and building a sensor network.

12:00-12:45 pm **LUNCH**

12:45-3:00 pm **SECURITY AND POLICY: HOW TO USE MOBILE MEDIA SAFELY**

Participants will examine specific policies that govern the use of technology and impact human rights, and experiment directly with technological tools designed to keep activists safe.

Key questions to be explored:
- What are the security concerns associated with using mobile media?
- What are practical steps and tools to minimize security risks for human rights defenders working with mobile media?
- How can funders support those steps and tools?
- What is the role of the private sector?
- What is the ideal international and domestic policy environment for individuals to use mobile media freely and safely?

Facilitator:
Yolanda Hippensteele, Associate Director, Media Democracy Fund

Speakers:
- Eva Galperin, Coordinator, International Freedom of Expression, Electronic Frontier Foundation
- Josh King, Technical Lead, Open Technology Institute, New America Foundation
- Danny O'Brien, Internet Advocacy Coordinator, Committee to Protect Journalists

Demonstrations of Security Tools
- Nathan Freitas, Founder, The Guardian Project
  Obscuracam
  A smart phone app that blurs faces in video and still images.

  Informacam
  A plugin for ObscuraCam that allows users to inflate image and video with extra points of data (metadata), such as timestamps.

  The Tor Project
  A network of virtual tunnels that allows people and groups to enhance their privacy and security on the Internet.

3:00-3:15 pm   **BREAK**

3:15-4:45 pm   **"TELL ME A STORY": CREATING COMPELLING CONTENT ON DIGITAL PLATFORMS**

This session will bring together leaders in the field of human rights documentation who have learned how to craft digital narratives that educate, enlighten, and engage a broader audience. Participants will view examples of human rights stories told successfully through digital media (video, photography, and social media) and will explore how to support quality content in this field.

Key questions to be explored:
- What are some approaches to telling compelling digital human rights stories?
- What narrative and technical skills are needed?
- What can funders do to help build the capacity of mobile media activists?
- What opportunities for funder collaboration exist in this space?
- What are some ways in which human rights advocates can strategically and effectively integrate digital stories in their work?

Facilitator:
Anne Nelson, Board Member, Michael and Cornelia Bessie Foundation

Speakers:
- Susan Meiselas, Photographer; President, Magnum Foundation
- Sam Gregory, Program Director, Witness
- David Wertime, Founder, Tea Leaf Nation

4:45-5:00 pm   **WRAP-UP AND EVALUATION**
Vincent Stehle, Executive Director, Grantmakers in Film + Electronic Media (GFEM)

ADVISORY COMMITTEE

- Sarah Armour-Jones, Program Consultant, Grantmakers in Film + Electronic Media
- Amy Starlight Lawrence, Project Specialist, Knight Foundation
- Anne Nelson, Board Member, Michael and Cornelia Bessie Foundation
- Vincent Stehle, Grantmakers in Film + Electronic Media