



# Rights Reframed:

Media Advocacy Mentorship Program

## Application

### About the applicant:

Full Name:

Age:

Gender:

City and country of residence:

Nationality:

Profession:

Languages spoken:

Rate your level of English:

None

Beginner

Conversational

Fluent

Short Bio (please describe yourself in 100 words max.):

CV (please attach as a text document or PDF or provide a link):

Have you produced media in the past, or have you ever implemented a communications campaign? Please provide links or other examples of this work. (300 words max.)

Are you a member of any coalitions or collaboratives (artistic, professional, or otherwise) in your country and/or are you affiliated with any civil society groups? Which ones? How have you worked with them? (200 words max.)

Are you currently employed? Do you have time to commit 10-15 hours a week to participate in the program? (100 words max.)

How would participating in this program help your future work once the mentorship is over? (100 words max.)

Do you have access to the internet?	Yes	No
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Is your connection strong enough to facilitate online calls?	Yes	No
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Do you have experience using media production software or hardware? Please list specific programs or equipment that you are proficient in (e.g. Adobe Premiere, Photoshop, After Effects, Unity, Unreal, Canon C100 video cameras, etc.) (100 words max.)

What is your experience using social media? What are the dominant social media platforms in your country and are they safe for activists? (100 words max.)

Give two examples of media (videos, public art installations, animation, etc.) that you feel succeed in challenging perceptions on a certain issue. Please include links to this work, if possible. Describe why you think these are successful. These examples may include media you have produced. (200 words max.)

## About the human rights context:

Which human rights issue would you want to address in this project? What are the challenges to protecting this right? (100 words max.)

How do power structures (government, the press, other institutions as relevant) in your home country talk about this issue and/or the activists/defenders who advocate on this issue? (100 words max.)

How does mainstream culture talk about this issue? (100 words max.)

Is this a highly controversial issue? Would producing media on this topic increase your security risks? (100 words max.)

## Proposed project idea (500 words max)

Please draft a short essay addressing the following questions:

- Describe a media project you would like to execute in the next year
- Which medium (e.g. video, animation, multimedia installation, etc.) do you propose to use and why?
- Describe the type of person you are trying to reach with this media. What are their attitudes towards the subject? How would you change the way they feel about it with this media? Would the media encourage them to take action in any way?
- How would you propose to distribute this media to your audience?
- How would you measure your project's success?