

WITNESS

80 Hanson Place
Fifth Floor
Brooklyn, NY 11217
USA

Tel 718.783.2000
Fax 718.783.1593

www.witness.org
witness@witness.org

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**End of Year Report FY08
July 2007 – June 2008**

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WITNESS uses video and online technologies to open the eyes of the world to human rights violations. WITNESS empowers people to transform personal stories of abuse into powerful tools for justice, promoting public engagement and policy change.

WITNESS Glossary

- **Video Advocacy:** The use of video as a tool or medium to promote the advancement of human rights.
- **Core Partner:** A human rights organization with which WITNESS has a committed, campaign specific relationship, usually for 1 to 3 years. The goal is to create high visibility and impact using video. WITNESS works with approximately 12 to 15 Core Partners each year.
- **Rights Alert:** An urgent online call to action to raise awareness about human rights abuses and create change; includes a short video, resources, and opportunities to take action.
- **Seeding Video Advocacy:** Short-term training sessions for networks of human rights defenders along with the development of training materials and methods to 'seed' best practices in video advocacy as broadly as possible.
- **Video Advocacy Institute (VAI):** Immersive two week training course on video advocacy for 25-30 human rights activists from around the world.
- **Peer Alliances:** Relationships with action-oriented social justice media groups to share best practices and exchange services in training and using video for social advocacy.
- **The Hub:** A Web site where anyone can upload and view human rights related media that can be used to create change.
- **Artists Support www.witness.org:** A fine art print project by internationally renowned visual artists that promotes awareness of the WITNESS Web site as a global meeting place for human rights.

Generating Advocacy Impact

Working in collaboration with partners and allies to achieve concrete results in human rights campaigns



Highlights

Core Partner Campaigns

“Bound by Promises” about modern slavery in Brazil was **screened at the US Congress** as part of a briefing to prepare a Congressional Delegation for its upcoming visit to Brazil. The briefing was covered by major news outlets in Brazil. The video was **also screened before the Brazilian Congress’ Human Rights Commission. It has been instrumental in a number of areas, including getting the Mobile Inspection Squads, who are responsible for investigating claims of runaway slaves, to resume their work.** It has also resulted in a greater investment in income and employment generating programs to provide workers with alternative economic opportunities.

“A Duty to Protect” on child soldiers in the Democratic Republic of the Congo (DRC) was **screened at a high level panel discussion at the United Nations Headquarters** on November 30, 2007, following the arrest of a second DRC warlord by the International Criminal Court for the use of child soldiers. Another warlord has subsequently been indicted.

Following screenings to decision-makers in Chechnya and globally, **Human Rights Center Memorial** achieved significant advocacy success by **securing the Chechen government’s funding for rebuilding homes and other infrastructure in the Southern mountains.** Villagers are now returning to their ancestral homes.

In June 2006, **footage from Burma Issues** was used to buttress a critical BBC Newsnight item that criticized the current Labor administration in the UK for its minimal levels of funding to IDPs in Burma. This broadcast **helped push the UK government to conduct an official review** that, in July 2007, **recommended a four-fold increase in aid to IDPs in Burma.**

Core partner **Organization Drom** and six other school desegregation projects in Bulgaria are **now being funded by the EU Structural Funds.** This is a crucial development which marks the transition from grassroots efforts to increasingly sustainable state-supported action. Drom attributes this success to mobilization and lobbying efforts including the video **“Equal Access,”** co-produced in partnership with WITNESS.

“Living Proof,” produced in partnership with API in Croatia, was **screened at the UN General Assembly Hall** on May 12 at the event celebrating the new UN Disability Rights Convention which became legally binding.

“Mama-Mama” – focused on the exclusion of indigenous Papuan women from traditional markets in Jayapura, Papua, Indonesia – was **screened on local television in Papua, covered in national newspapers, and used in lobbying to city and provincial legislators,** resulting in an initial commitment by the provincial leaders to fund a traditional market in the city center of Jayapura.

“Listen to Our Voice,” which reinforces the recommendations of a detailed shadow report prepared by SKP and others on torture in Indonesia, was **screened at a side-event in Geneva prior to the review of Indonesia’s record** attended by members of the UN Committee against Torture including its Chair and Rapporteur.



Still from “Missing Lives”

People Are Saying:

“‘Bound by Promises’ continues to be a success here, throughout the Amazon region. It is one of the best tools we have to work with farmers, workers, community leaders, government officials, students, and professors on the issue of slavery. After a lot of pressure, we finally got the government of the state of Para to create a ‘Plan to Eradicate Slavery’ and to instate a Commission for its implementation.”

– *Airton Pereira, Comissão Pastoral da Terra staff member*

New Core Partner Videos

“Missing Lives” (Human Rights Center Memorial) addresses the lack of accountability for the enforced disappearances of more than 3,000 people in the Russian North Caucasus

“Listen to Our Voice” (SKP - Jayapura) focuses on torture in Papua, Indonesia

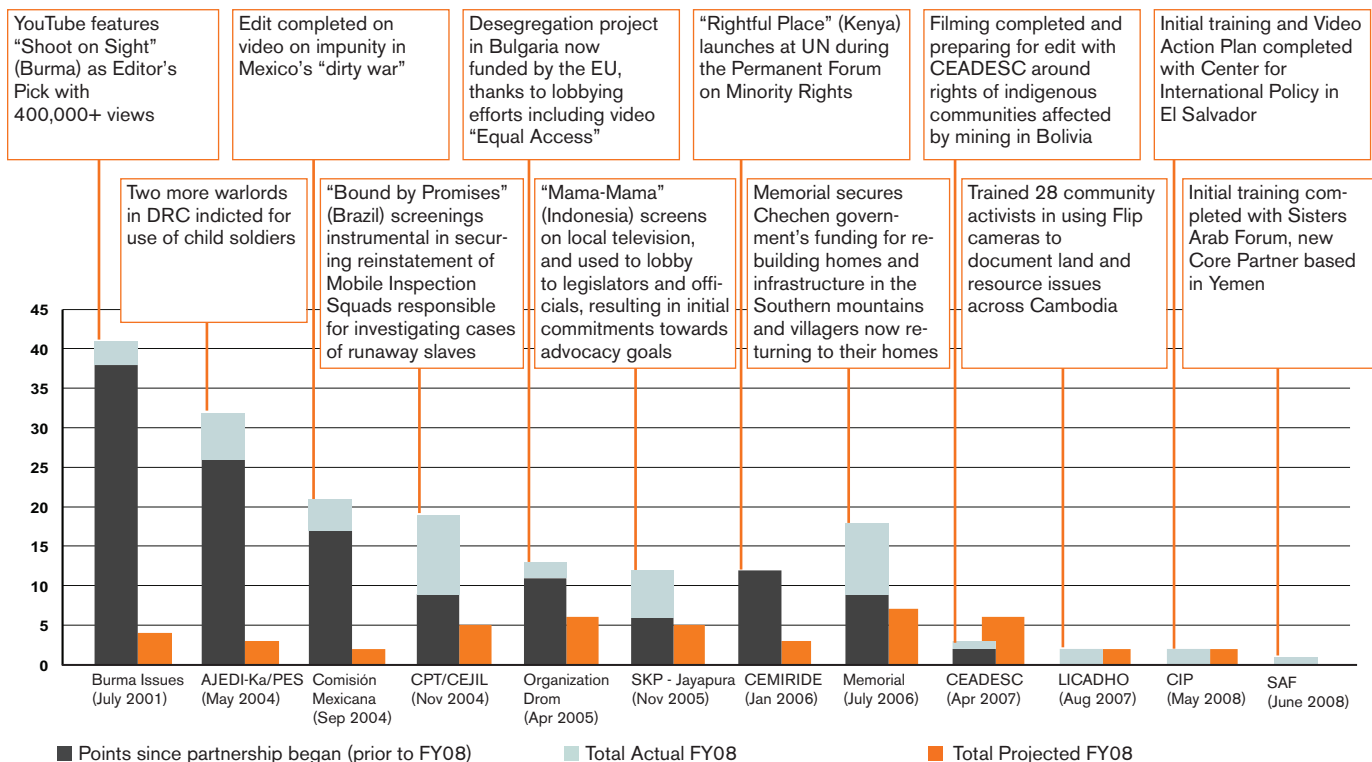
“Mama-Mama” (SKP - Jayapura) highlights the exclusion of poor women from economic opportunity in Papua, Indonesia

“Rightful Place” (CEMIRIDE) focuses on Kenya’s indigenous Endorois community and its struggle to reclaim its ancestral land from the Kenyan government

“Dual Injustice” (Comisión Mexicana) updated to reflect accomplishments and new advocacy goals

Comisión Mexicana is finalizing a film about **Rosendo Radilla Pacheco**, who disappeared during **Mexico’s “dirty war”** – a period during the 1960s and 1970s when the Mexican government systematically crushed any dissent by killing activists, students and indigenous leaders

Core Partners: Progress Over Time



■ Points since partnership began (prior to FY08) ■ Total Actual FY08 ■ Total Projected FY08

Points indicated are calculated for completed activities (outputs) and results (outcomes and impact). WITNESS generates these figures based on review with Core Partners of results compared to goals identified in the Video Action Plan, and discussions with other allies to get a clear sense of the perceived role of video advocacy in the campaign. Dates indicate when partnership commenced.

	Activity or Result	Points
Output	Initial partnership training including technical and strategic orientation completed	1
	Video Action Plan (VAP) completed	1
	Follow-up training completed (occurs only where necessary)	1
	All production/filming completed in preparation for an edit on video related to VAP goals	1
	VAP-specific edit completed and video produced; or substantial VAP-specific re-versioning of video	1
	Targeted distribution to audiences identified in VAP largely completed	1
Outcome	Environment for desired VAP outcome created, or policy or legislative precursors to outcome generated if a plausible relationship connects it to WITNESS and the partner’s video advocacy activities.	2
	VAP goal achieved – defined as an achievement of benchmarks agreed upon with Core Partner, and in each case only if a plausible relationship connects it to WITNESS and the partner’s video advocacy activities. Partners may identify multiple goals in their VAPs. Video Action Plan goals can include:	3 (per VAP goal)
	<ul style="list-style-type: none"> ● Issue creation/agenda-setting with target audiences ● Influence on the way an issue is discussed by targeted audiences, or the attitudes they express ● Influence on policy of targeted audiences ● Influence on behavior or practices of targeted audiences ● Achievement of intended level of capacity-building in either editing/production capacity or video advocacy capacity within partner organization. (Note: this is not a core VAP objective in all partnerships and when assessing capacity-building we consider whether capacity is built in an organization rather than just amongst a few individuals) 	
	Negative outcome directly contrary to VAP goal, if a plausible relationship connects it to WITNESS and the partner’s video advocacy activities	-3 (per VAP goal)
Impact	Underlying desired impact achieved, if a plausible relationship connects it to WITNESS and the partner’s video advocacy activities, e.g. on a project to reduce the widespread use of child soldiers this ‘impact’ measure would analyze whether the usage of child soldiers has been reduced	4

Training in Video Advocacy

Training, learning from and supporting human rights defenders to use audio-visual media and new technologies in their advocacy



Highlights

WITNESS conducted 3 intensive Core Partner trainings in the field and **3 video edits with Core Partners**. From June 5 – 12 WITNESS conducted its **first ever Core Partnership training in the Middle East with Sisters Arab Forum (SAF)**. Core Partners trainings also included AJEDI-Ka/PES (DRC) and the Center for International Policy (US) that is working in collaboration with local organizations in El Salvador. Edits were conducted with Human Rights Center Memorial (Russia), the Comisión Mexicana (Mexico) and SKP-Jayapura (Indonesia).

WITNESS reached 463 advocates through 2 - 3 hour workshops and half, full, and multi-day trainings in its 'Seeding Video Advocacy' program. Over 200 of these 463 participants benefited from more in-depth workshops of one or more days in length.

'**Seeding video advocacy**' trainings and presentations were held in Bahrain, Brazil, Czech Republic, Germany, Italy, Lebanon, Lithuania, New Zealand, Poland, Scotland, Ukraine, and the United States, reaching a broad range of audiences including human rights advocates, civil society NGOs, business leaders, foreign government representatives, students, and filmmakers from **over 78 countries**. WITNESS's two-day seeding training in Bahrain marked the organization's **first video advocacy training in the Gulf Region**.

WITNESS created a **Guide to Video Advocacy** on the Hub: a series of short animations and accompanying guides introducing key concepts in video advocacy planning, filming and distribution.

Video Advocacy Institute

In July WITNESS held its first-ever global Video Advocacy Institute (VAI) in association with Concordia University's Communications Studies Program and Documentary Centre in Montreal, Canada.

Thirty leading human rights workers from 23 countries received intensive training on how to successfully incorporate video advocacy into their social change campaigns.

One year on:

After hearing disturbing reports about **high levels of rape in Liberian schools**, J. Aloysius Toe and the Foundation for Human Rights and Democracy set out to investigate and expose the extent of female brutalization in the country's school system. With his VAI training, Aloysius was able to turn the personal accounts they had collected into an effective and undeniable piece of video advocacy. **The video was shown on World Human Rights Day and on national TV, and has helped generate a national debate on the issue in Liberia.**

Dale Kongmont's **video containing stark testimonies of abuses of sex workers in Cambodia** screened to launch a campaign against a new law that further facilitates police abuses against sex workers. A version of the film will be shown at the upcoming AIDS conference in Mexico City.

Loida Ezpinoza at "Asociacion Paz y Esperanza" (Huanuco, Peru) screened her video to authorities **and secured approval for a regional plan to stop violence against women.**

With the help of VAI training, Istvan Takasz from the Hungarian Civil Liberties Union became the **driving force behind his organization's significant successes in using video for online outreach and advocacy** around drug policy and human rights.

Grounded in the success of its first VAI, WITNESS will hold its **second global VAI** in Montreal in July 2008.

New Core Partners

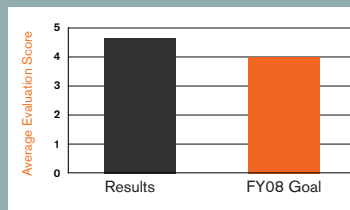
WITNESS identified three new partners: Center for International Policy (CIP), advocating for the right to water in El Salvador, and two NGOs advocating for women's rights—Research and Advocacy Unit (RAU) in Zimbabwe and Sisters Arab Forum (SAF) in Yemen.



WITNESS training with Sisters Arab Forum, Yemen

WITNESS solicits evaluations from all its training programs. Our goal is to secure an average evaluation score of at least 4 out of 5.

How Video Advocacy Institute Participants Evaluate Us

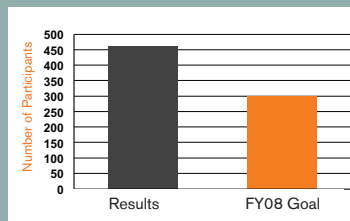


VAI Evaluation: 4.67/5

Based on 29 evaluations

Eight months after the 2007 VAI, WITNESS conducted a thorough evaluation of participants. Of note, there was a high level of comfort with developing video advocacy strategies and stories, and with filming and interviewing. There were lower levels of comfort with budgeting and production planning, dealing with sound and lighting complications and editing. The 2008 VAI curriculum addresses these areas and additional support will be provided after the VAI.

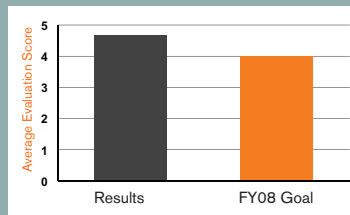
Total Number of Seeding Participants



Total number of seeding participants: 463

Over 200 participated in trainings of one or more days in length

How Seeding Trainees Evaluate Us



Average Overall Seeding Session Evaluation: 4.66/5

Based on evaluations from 7 seeding sessions

Building an Accessible Human Rights Media Archive

Documenting and preserving a historical video record of human rights issues

Highlights

Building a Digital Archive & Asset Management System

- 10TB storage system for digital media installed, which will provide preservation for high-quality video and networked access to media for use and distribution
- 75 hours of video digitized at preservation quality
- 6000+ digital photos and stills cataloged

Distribution

- Footage and productions were licensed to Ironweed Film Club, Al Jazeera, BET, CBC, Concert to End Slavery, *Rambo*, and for the DVD releases of feature films *Rendition* and *Bordertown*
- 100 videos uploaded to the Hub

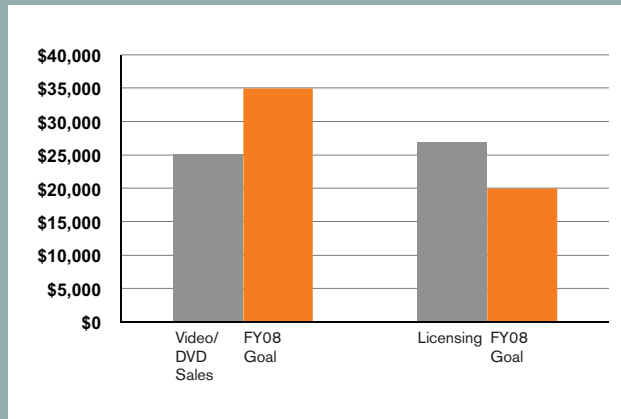
Acquisitions

- New footage was acquired from Bolivia, Burma, Canada, Chechnya, the Northern Caucasus and the US.

Outreach

- archive.witness.org**, a new blog was launched where issues relevant to human rights archives, freedom of information, and archive news and updates are discussed
- Media Archive presentations at Duke University, Columbia University, and the 6th Orphans Film Symposium at New York University

Video Sales and Licensing Revenues



The Hub

The Hub is WITNESS's newest initiative which provides the first online space for human rights media and activism. The Hub is a groundbreaking site rooted in participatory media. It represents a radical step in promoting collaboration and knowledge-sharing across the global human rights community and beyond. The Hub launched in beta form on International Human Rights Day on December 10, in English, French and Spanish.

Early Indicators – December 10 to June 30

WITNESS has focused its efforts on building a strong community of uploaders from the human rights and social justice communities by participating in conferences and panels, and conducting online and grassroots outreach. The number of registered users and visitors continues to grow steadily. WITNESS is actively working to maximize the impact of the Hub and its community by featuring media through the *Editor's pick*, the Hub blog, and amplifying organizations' campaigns and calls to action on the Hub through a growing e-alert list.

Content partnerships that have added strength to the Hub span mainstream human rights organizations such as Amnesty International and Human Rights Watch and established media organizations such as Al-Jazeera International and Magnum Photos. By July 2008, the Hub has nearly 3,000 registered member organizations and individuals, who have uploaded over 1,200 pieces of media ranging from interviews with human rights activists across the United States, to testimony from families of detained activists in Bahrain and Yemen, to women's rights defenders from around the world.

Key Facts

- 9,000* registered users
- 29 global human rights campaigns
- 111 groups
- 20 million hits**
- 1,250 media uploads
- 5.1 million media views (*on average each media item has been watched over 4,000 times*)
- Only 5% of media items that users tried to upload were rejected due to inappropriate or unrelated content



*Aggregate of user accounts and e-list subscribers

**WITNESS does not collect user data (IP addresses) since that could compromise the safety and security of users

Expanding Awareness & Engagement in Human Rights

Outreach and video distribution to educate and engage people in human rights issues

Highlights

Press and Outreach

Actors Gael García Bernal and Diego Luna hosted a press conference and benefit in Mexico featuring "Dual Injustice." The issue of femicide earned media mentions in over 30 different media outlets including, BBC News, Canadian Broadcasting Corporation, *Esto*, *The Guardian*, *La Prensa* and *El Universal* – reaching an estimated 3,500,000 people globally.

"Dual Injustice" was included on the DVD of *Bordertown*, a Hollywood film about the murders of women in Ciudad Juárez and was also featured on the Mexican rock band Jaguares' Greatest Hits DVD.

Thousands of letters to President Calderon of Mexico were collected by Comisión Mexicana and WITNESS at musical festivals aimed at **pressuring the government to end the murders of young women in Juárez and Chihuahua Mexico.**

Footage from WITNESS partner Burma Issues was used in reports of the situation in Burma by CNN's "Anderson Cooper 360," "Democracy Now," ITN – Channel 4 News in the UK and SKY TV News.

Mentions and feature stories about WITNESS, the Video Advocacy Institute, and/or the Hub reached millions of readers, viewers or listeners via media outlets such as: BBC, *The Chronicle of Philanthropy*, *Le Devoir*, *The Economist*, Forbes.com, *Los Angeles Times*, Rolling Stone.com, Radio Canada International, *San Francisco Chronicle*, Smartmoney.com and Yahoo!.

The second annual **WITNESS Award in Honor of Joey R.B. Lozano** was given to *Pray the Devil Back to Hell*, about an unlikely coalition of Christian and Muslim women in Liberia working to bring about an end to a brutal civil war, by director Gini Reticker at the SILVERDOCS film festival in Maryland. WITNESS videos were screened at Council on Philanthropy, Human Rights Watch International Film Festival, the 3 Continents Film Festival and Ambulante Documentary Film Festival in Mexico. WITNESS's video "Outlawed," about extraordinary rendition, torture and disappearances in the "war on terror," appears on the DVD release of the film *Rendition* directed by Gavin Hood.

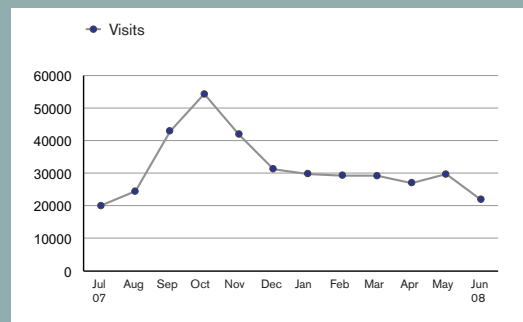


Photo by Jorge Alberto Bonilla Peláez

Diego Luna (left), Gael García Bernal (right) with Patricia Cervantes, whose daughter Neyra disappeared in 2003, and her cousin, Miguel David Meza, who was imprisoned and tortured to confess to her murder and subsequently released.

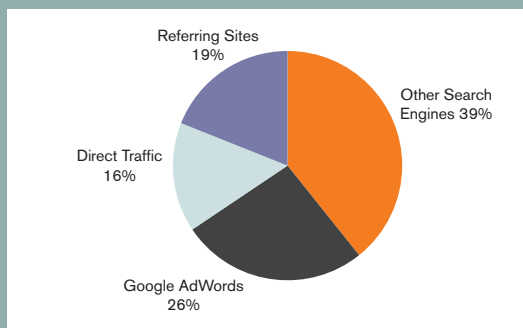
WITNESS Web site

Web site Traffic



The WITNESS Web site had 44% more unique visitors this year. The fall peak in traffic was due to the worldwide interest in Burma.

Analysis of Traffic



Google AdWords, an in-kind donation, led to 100,687 visits to the Web site

The search terms generating the most site traffic were "Burma" and "Myanmar."

Online Statistics

WITNESS hired an Online Outreach Coordinator in January to help the organization develop and implement an online strategy to increase participation, awareness and engagement in WITNESS and the Hub. This has been crucial to the creation of an online relationship cultivation strategy for WITNESS and the Hub. Two e-subscription lists – WITNESS and Action – will simplify communications efforts. By employing Democracy in Action, a customer relationship management tool, WITNESS will, for the first time, be able to gather and evaluate user data to support its efforts to grow WITNESS's e-subscriber base, increase the number of visitors to the Hub and the WITNESS Web site, and improve engagement in human rights campaigns online.

WITNESS launched its first online fundraising appeal and implemented strategies to grow its membership on Facebook, which increased by 25%.

Developing Institutional Capacity

Maintaining and/or increasing internal capacity and inter-departmental coordination at WITNESS



Highlights

- WITNESS has a professional and dedicated staff, an engaged and supportive board of directors, and the resources that have enabled us to launch new programs this year. BTQ Financial was engaged to provide comprehensive financial services resulting in strengthened financial reporting and improved budget planning. Projected operating expenses are \$4,506,000 which is 98% of the \$4,596,000 that was budgeted for the year. Revenue for the support of operations at fiscal year end is forecast at \$4,402,000 which results in a shortfall of \$104,000. Close to \$2.8 million dollars for operations has been committed for future years, of which over \$1.5 million is for the coming year.
- Over \$2.4 million in institutional and major grants were received from the Morton K. and Jane Blaustein Foundation, Cinereach, Nathan Cummings Foundation, Educational Foundation of America, Ford Foundation, Global is Local Fund, Libra Foundation, Live Oak Fund of the Tides Foundation, Lowe Family Foundation, Oak Foundation, Omidyar Network, Overbrook Foundation, Proteus Fund, Salesforce.com Foundation, Skoll Foundation for Social Entrepreneurship, Muneer Sateer, U.S. Human Rights Fund, Vital Projects Fund, and Zennström Philanthropies. WITNESS was the nonprofit beneficiary and grew its base of donors through relationships with *Good Magazine*, Working Assets Long Distance, and Six Apart.
- This year's Focus for Change benefit dinner and concert hosted by WITNESS co-founder Peter Gabriel and Maggie Gyllenhaal celebrated WITNESS's 15th Anniversary and the premier of the Hub. More than 600 guests attended and raised \$703,000 for WITNESS (net of expenses). This success was the direct result of 49 dedicated volunteers who served on the Host Committee.
- In November 2007 Gillian Caldwell, who served as WITNESS's Executive Director for ten years, stepped down, moved by the human rights implications of global warming. Jenni Wolfson stepped up to serve as Acting Executive Director during this transitional year and will continue her tenure as Deputy Director. Yvette J. Alberdingk Thijm has been appointed the new Executive Director. Alberdingk Thijm has nearly two decades of experience in media and digital media. She first became involved with WITNESS's work in 2005 as a member of the Board of Directors.

WITNESS AWARDS

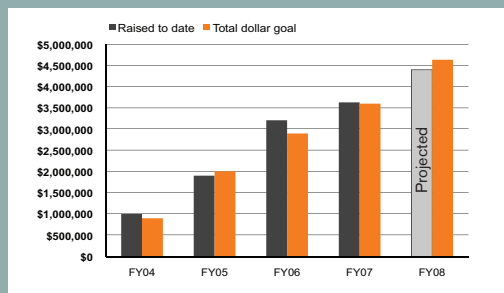
- Independent Sector's 2007 American Express Building Leadership Award
- The first Emmy Humanitarian Award from the National Academy of Television Arts & Sciences
- Fast Company/Monitor Group's 2008 Social Capitalist Award for the 5th year in a row



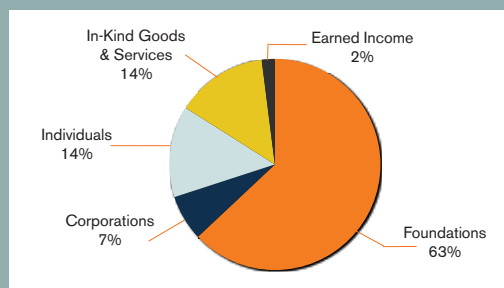
© 2007 Marc Bryan-Brown

WITNESS staff and board members accepting the Emmy Humanitarian Award

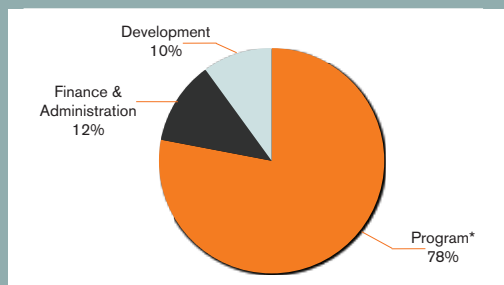
Total Dollar Goal vs. Total Dollar Raised



Sources of Revenue



Expenses



*Projected investment for the Hub for FY08 is \$765,000

People Are Saying:

"WITNESS and its chairman Peter Gabriel have played an extraordinary role in creating an avenue for participatory service. Their promotion of citizen journalism and video advocacy has opened our eyes to human rights abuse in countries where traditional journalists may not be present."

– Peter Price, President/CEO of The National Academy of Television Arts & Sciences.