



## The Center for Research Libraries

27 July 2010

### Human Rights Resources Profile

#### **WITNESS**

#### **The Hub**

#### **WITNESS Media Archive**

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#### **Overview**

Located in Brooklyn, New York, WITNESS is a human rights organization that uses video to bring human rights issues to the world's attention by transforming "personal stories of abuse into powerful tools for justice, promoting public engagement, and policy change."<sup>1</sup> As reflected in its motto, "See it. Film it. Change it,"<sup>2</sup> WITNESS contends that visual images make human rights abuses real to viewers, thus inspiring greater action. WITNESS has accomplished its work through several efforts:

- "Core Partnerships": long-term, campaign-focused partnerships with small human rights groups needing support and training for video advocacy;
- short-term "Seed Video Advocacy" training programs and workshops designed to help a broad range of groups incorporate video into its advocacy programs;
- maintenance of an online presence known as "The Hub" (<http://hub.witness.org/>), the first global Web site dedicated to media and activism in human rights; and
- the "Media Archive," which serves as a public repository of human rights material.

During the organization's 17-year history, these four efforts have allowed WITNESS to help human rights defenders and organizations in over 70 countries expose human rights abuses that would otherwise never have been seen or heard.

WITNESS recognizes that the world of video communication is rapidly shifting as more and more people participate in digital forms of communication and advocacy that moves beyond the creation and application of traditional video. In 2009, WITNESS went through an intensive year of strategic planning to help the organization to stay on top of changing technology. In this manner, WITNESS can continue to provide the training and support it is known for, and find even more effective ways to communicate human-rights abuses to the world. The new strategy will focus on three efforts:

- 1) leveraging the potential of networks and coalitions through a networked campaign model;
- 2) creating a training model that shifts from hands-on to online training formats and knowledge-sharing among peers;

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<sup>1</sup> WITNESS Strategic Vision 2010 and Beyond: Summary. p 1.

<sup>2</sup> [www.witness.org](http://www.witness.org)

3) building a leadership model that promotes best practices, policies, and norms for human rights, media, and technology.<sup>3</sup>

## **History & Mission**

### *History*

WITNESS traces its origins to an idea that musician and human rights activist Peter Gabriel had while participating in Amnesty International's "Human Rights Now!" tour in 1988 (organized to celebrate the 40<sup>th</sup> anniversary of the Universal declaration of Human Rights). During this tour, Mr. Gabriel observed that many human rights abuses were ignored despite the fact that they had been recorded in written documentation, while those that were captured in photographs or film gained more attention and action. Building on these observations, Mr. Gabriel proposed that the Reebok Human Rights Foundation support an initiative to supply activists with video cameras. This idea found real traction after the Rodney King beating in Los Angeles in 1991. Footage of the event taken by a bystander and televised around the world<sup>4</sup> demonstrated "the immense power of video to capture the world's attention and viscerally communicate human rights abuses."<sup>5</sup> In 1992, Mr. Gabriel received a seed grant from the Reebok Human Rights Foundation to partner with the Lawyers' Committee for Human Rights (now known as Human Rights First) and WITNESS was founded. In 2001, WITNESS became an independent nonprofit organization focused on partnering with and training activists to use video in their campaigns. In 2007, WITNESS launched "the Hub," an online human-rights video-sharing space designed to capitalize on "the ubiquity of camera-enabled mobile phones and the potential for anyone to become a witness to abuse an atrocity."<sup>6</sup> Now, as WITNESS readies to adapt to the rapidly expanding world of multimedia digital communication, the organization finds itself in a transition period in which it will integrate the online presences of WITNESS, The Hub, and the Media Archive to release information and recognize how Internet users seek out and respond to it.<sup>7</sup>

### *Mission*

WITNESS is a human rights organization that "envisions a just, equitable world in which all individuals and communities are able to defend and uphold their human rights."<sup>8</sup> The organization's mission is to use video as a powerful human rights tool for accomplishing two primary goals: 1) open people's eyes to human rights abuses around the world through visual evidence; and 2) empower victims and witnesses of abuses to tell their stories and experiences of abuse, transforming them into powerful tools for justice, promoting public engagement and policy change.<sup>9</sup>

### **Chief activities**

*Core Partnerships:*<sup>10</sup> Core partnerships lie at the heart of WITNESS's mission and work. WITNESS enters into intensive training relationships with 13 to 15 human rights groups at a time. These relationships last from one to three years and focus on a campaign-specific project in which "video can play a critical role in helping tip the balance between success and failure." Organizations must apply to partner with WITNESS, and partners are selected based on the

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<sup>3</sup> WITNESS Strategic Vision 2010 and Beyond: Summary. pp 2-3.

<sup>4</sup> The preceding details came from a foreword written by Peter Gabriel for the following volume: Gregory, S., et al. (2005). *Video for Change: A Guide for Advocacy and Activism*. Ann Arbor, Michigan: Pluton Press. pp. x-xi.

<sup>5</sup> WITNESS "About Us" page:

[http://www.witness.org/index.php?Itemid=78&id=26&option=com\\_content&task=view](http://www.witness.org/index.php?Itemid=78&id=26&option=com_content&task=view)

<sup>6</sup> *Ibid*

<sup>7</sup> Phone conversation with Grace Lile, 2 February, 2010.

<sup>8</sup> WITNESS "Who We Are" page:

[http://www.witness.org/index.php?option=com\\_content&task=view&id=26&Itemid=78](http://www.witness.org/index.php?option=com_content&task=view&id=26&Itemid=78)

<sup>9</sup> *Ibid*

<sup>10</sup> Details discussed below are taken from:

[http://www.witness.org/index.php?option=com\\_content&task=view&id=59&Itemid=83](http://www.witness.org/index.php?option=com_content&task=view&id=59&Itemid=83)

strength of their work, the clarity of their advocacy focus, and the feasibility of video as an enhancement to their mission. Once the partnership is established, WITNESS provides training in video advocacy and equipment as needed, and helps broker relationships that will enhance the partner group's effectiveness as advocates. The hands-on training in video advocacy includes not only the use of equipment, but also strategic planning and editing, all aimed at creating a final video product that will be as widely broadcast and distributed as possible. Footage from these campaigns also enters the WITNESS Media Archive to be made available (per partner approval) as a unique source of human rights information for the global community.

*Seeding Video Advocacy:* Seeding Video Advocacy is WITNESS's response to increasing demand for its training and expertise in video advocacy; it serves as a strategy for providing short-term video advocacy training seminars and workshops to nonpartner groups, thus allowing WITNESS to increase the number of advocates that can be trained every year and increase the presence of video in human rights work.<sup>11</sup> As WITNESS moves to adapt to the changing environment of Web-based and digital advocacy, Seeding Video Advocacy will evolve into a scalable model that will expand to include online training, instruction of trainers, and knowledge-sharing among peers: "The goal is to create and exchange tools and tactics with others participating in video for change to meet the needs of a fast-changing field."<sup>12</sup> Tools will include: a multilingual interactive toolkit; an interactive wiki for fostering knowledge exchange and learning; and communication mechanisms such as The Hub (see below) and WITNESS blog (hosted on the WITNESS homepage) to share best practices.<sup>13</sup>

*The Hub:* The Hub (<http://hub.witness.org/>) is "the world's first participatory media site for human rights"<sup>14</sup> and was designed to be a site for groups and individuals to circulate human rights information by uploading their own video, audio, and photos of witnessed events. As of December 2009 (two years after its launch), The Hub housed 3,000 videos; had more than 9,700 members (including human rights workers, students, academics, film makers, journalists, and teachers); and had hosted 177 organizations' group pages on its platform.<sup>15</sup>

Despite these accomplishments, WITNESS recognizes that The Hub is not reaching its full potential as a "destination Web site" model-- a key location for Internet users to access or deposit information. However, WITNESS found its existing model does not take into account how people tend to use the Web. Thus, The Hub will shift its focus away from attracting user-generated content to a model that will push information out to the sites where people gather to receive information—sites like Facebook, Twitter, or blog aggregators. The Hub will also work to highlight the campaigns and issues that WITNESS engages in.<sup>16</sup>

*WITNESS Media Archive:* The WITNESS Media Archive maintains a growing collection, which consists of more than 4,000 hours of video collected from human rights defenders from around the world. Materials include witness and victim testimonies, abuses caught on tape, interviews, evidentiary submissions, and footage of cultural events and daily life. The mission of the archives is to collect, preserve, and provide access to these materials in order to support advocacy, legal action, truth-telling, and historical records of events around the world.<sup>17</sup> Most of the footage in the archive comes from Core Partner organizations, but WITNESS also has acquired materials from nonpartners (often documentary filmmakers) to support human rights advocacy through records of issues, events, and testimonies. WITNESS has acquired other archive materials that need care and should be preserved because of their significance to the historical record.

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<sup>11</sup> [http://www.witness.org/index.php?option=com\\_content&task=blogcategory&id=30&Itemid=64](http://www.witness.org/index.php?option=com_content&task=blogcategory&id=30&Itemid=64)

<sup>12</sup> WITNESS Strategic Vision 2010 and Beyond: Summary, p 3.

<sup>13</sup> *Ibid*

<sup>14</sup> <http://hub.witness.org/en/AboutHub>

<sup>15</sup> <http://hub.witness.org/en/HUB2Years>

<sup>16</sup> WITNESS Strategic Vision 2010 and Beyond: Summary, p. 2.

<sup>17</sup> [http://www.witness.org/index.php?option=com\\_content&task=view&id=224&Itemid=175](http://www.witness.org/index.php?option=com_content&task=view&id=224&Itemid=175)

In 2009, WITNESS launched a digital asset management system--an in-house cataloging system developed using FileMaker Pro--that allows users to browse the database and review information about the materials available from WITNESS through licensing agreements. This system, built over the course of seven years, is now being developed to manage digital and multimedia.

Descriptive information in the database can be accessed online (see Appendix A for an illustration of the search features), allowing users to find materials that they can then request from WITNESS directly. Currently, only 30 percent of the material in the archive is searchable through the online database—security issues and rights restrictions on archived materials limit broader accessibility to the footage and metadata.

In terms of digital materials in the archive, in-house media servers contain both master files and working files of digital material, which are catalogued in the database. As WITNESS revises its Web site for the next generation of its online presence, the archive will include more actual video, reflecting the desire to circulate more human rights material out into the world, while managing security.<sup>18</sup>

Access to WITNESS materials is further supported through a DVD-on-demand and download-to-own service offered through the Tribeca Film Institute's [Re:frame project](#).<sup>19</sup> Due to the positive response to the ten titles currently in this collection, plans are underway to increase the number of available titles.<sup>20</sup>

All original materials in the Media Archive are stored in a climate-controlled vault in WITNESS's Brooklyn office.<sup>21</sup> In addition to the in-house archive, WITNESS also maintains off-site collections. In 2004, the organization received a grant from Open Society Archives (OSA), which allowed it to deposit research copies of its footage with OSA at Central European University in Budapest. At the same time, it deposited duplicated footage (recorded on Beta SP) in an offsite archival space donated by Corbis, Inc. These backup copies of the archive are all taken from the original tape footage stored onsite at WITNESS, all of which was created in fragile handycam formats. These physical tape formats include Video 8, Hi-8, VHS-C, and Mini DV, which are all subject to degradation over time. WITNESS continually seeks funding to migrate the most valuable footage to more stable formats.<sup>22</sup>

The breakdown of the WITNESS holdings and format types is as follows.<sup>23</sup>

- Number of Video Titles: 4000+
- Number of items: 9000+
- Formats: Hi-8, miniDV, DVcam, VHS-C, BetaSP, DigiBeta, VHS, CD, DVD, DAT, Audio, Video-8.
- Standards: NTSC 70%, PAL 30%
- Raw footage: 80%
- WITNESS Productions: 14%
- Other: 6%

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<sup>18</sup> Phone conversation with Grace Lile, 5 February, 2010.

<sup>19</sup> WITNESS Performance Dashboard: End of year Report FY 09 (July 2008–June 2009), p.5. Report available as a .pdf download at

[http://www.witness.org/index.php?option=com\\_content&task=blogcategory&id=20&Itemid=50](http://www.witness.org/index.php?option=com_content&task=blogcategory&id=20&Itemid=50)

<sup>20</sup> Phone conversation with Grace Lile, 5 February, 2010.

<sup>21</sup> *Ibid*

<sup>22</sup> [http://www.witness.org/index.php?option=com\\_content&task=view&id=224&Itemid=175](http://www.witness.org/index.php?option=com_content&task=view&id=224&Itemid=175)

<sup>23</sup> *Ibid*

As WITNESS transitions to its new Strategic Plan, the WITNESS Media Archive will also be taking steps toward a more consolidated Web presence. In 2010, the archive will increase its online access services to selected video from the collection, with a further goal of expanding access through institutional partnerships or networks. Taking these steps will allow the WITNESS Media Archive to “serve the core goals and activities of WITNESS, as well as a diverse range of external users, from researchers to students to advocates.”<sup>24</sup>

*Media available on The Hub:* In addition to the WITNESS Media Archive, The Hub, a documentation Web space sponsored by WITNESS, also contains archived, publicly available materials. The Web site provides a simple search field where users enter their search terms;<sup>25</sup> search results consist of produced video material and published blog articles, all of which are publicly available to anyone who visits the site (see Appendix B for a sample search and result from the Hub). Users place materials on The Hub by uploading media files or linking to materials produced elsewhere on the Web. With each submission, users provide a standard set of minimal metadata for each file—who produced it, when it was published or posted, and key terms (see Appendix C for details about the upload form and the information it requests). The site does not contain information about original recording formats, or a record of original formats if material went through a transcoding process to conform to available upload options.

Formats uploaded to the Hub include the following:

|     |      |
|-----|------|
| Jpg | Jpeg |
| Gif | Png  |
| Mov | Avi  |
| Wav | Flv  |
| 3gp | 3g2  |
| mp4 | Mpeg |
| Mpg | Wmv  |

In addition to uploading, users have also embedded video, linking it to other presentation sites such as YouTube,<sup>26</sup> Vimeo,<sup>27</sup> or Flickr.<sup>28</sup>

### **Participants/collaboration**

WITNESS primarily collaborates with a small number of human rights organizations around the world through its Core Partners program (described above). WITNESS also interacts with individuals that register and upload documentation through The Hub.

### **Governance**

WITNESS is a nonprofit human rights organization governed by a board of directors and operated by an internal team of directors and program coordinators. The board consists of individuals with expertise in the organization’s main areas of activity: human rights, media, technology, and filmmaking. The board meets three or four times a year to govern the financial health of the organization.<sup>29</sup>

*Funding and Sustainability:* Funding is generated from multiple sources, including (in descending order from largest source of funds to smallest): grants from foundations; in-kind goods and

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<sup>24</sup> Personal communication from Grace Lile concerning goals set during an archiving focus group as part of the strategic planning process in 2009. Email dated 5 February, 2010.

<sup>25</sup> See the upper right corner of any screen at <http://hub.witness.org/>

<sup>26</sup> [www.youtube.com](http://www.youtube.com)

<sup>27</sup> <http://vimeo.com/>

<sup>28</sup> <http://www.flickr.com/>

<sup>29</sup> Phone conversation with Grace Lile, 5 February, 2010.

services such as pro-bono attorney services or technology consultations on in-house database management; an annual fundraising event (a gala dinner and benefit concert); individual donations; earned income (DVD sales, book sales, and media licensing); and corporations. Of the revenue generated through these channels, 76% goes to supporting the WITNESS programs described above, while the remaining 24% is divided between development and finance and administration.<sup>30</sup>

### **Downstream uses of documentation**

WITNESS maintains archived material for a number of further uses. The primary “downstream” use is creating new advocacy materials from existing raw footage, but WITNESS also allows academic and legal professionals to access archived materials to support human rights research and policy making. WITNESS-archived materials can also be acquired through a case-by-case licensing process through which WITNESS approves of the purposes to which materials will be put, and ensures through legal agreements that released materials will not be misused and that the safety of individuals represented in footage is maintained.<sup>31</sup>

The materials in The Hub’s archives serve to raise awareness rather than as scholarly or legal evidence.

### **Challenges**

*Funding Challenge:* During FY09, WITNESS responded to the U.S. financial crisis by aggressively cutting expenses and reducing its overall budget. The financial crisis is impacting WITNESS in terms of generally reduced revenue from all sources, but most significantly support from foundations (down from 63% of revenue in 2008 to 48% in 2009) and corporations (down from 7% in 2008 to 1% in 2009). Individual donations were also down by 2% from 2008 (14%) to 2009 (12%). However, In-Kind Goods and Services grew from 14% of the revenue in 2008 to 20% in 2009.<sup>32</sup> Earned income held steady at 2% from 2008 to 2009. In order to meet these challenges, in 2009:

WITNESS embarked on a strategic planning process to frame and answer key questions about its future. This was essential given shifts in the media landscape, new and more accessible technologies, and an expanding number of partners. These realities, coupled with a new economic climate and competition for funding, necessitate reflection on WITNESS’ future direction, priorities, impact and sustainability. Interviews were conducted with over 60 stakeholders. Three focus groups were held in New York with experts from the human rights, media, technology, training, and advocacy arenas.<sup>33</sup>

*Changing Technology:* The challenge of changing technology has been particularly important for The Hub, given its focus on user-generated material. This material often comes from cell phones and digital cameras, which can result in significant platform changes between media generations. This means that data might have to be processed through a transcoder, which can create challenges in maintaining chain-of-custody records because of loss of data from one media generation to the next. A further challenge is determining the best way to collect metadata for user-submitted materials. The Hub requires users to submit minimal metadata (see Appendix C), but more complete information would be better for archiving the material. However, this need must be balanced with providing a user-friendly experience for contributors—WITNESS does not

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<sup>30</sup> WITNESS Performance Dashboard: End of year Report FY 09 (July 2008–June 2009), p.8.

<sup>31</sup> Interview with Grace Lile at WITNESS. 29 May, 2009.

<sup>32</sup> Revenue percentages for 2008: WITNESS Performance Dashboard: End of Year Report FY09 (July 2008–June 2009), p. 8. Revenue percentages for 2009: WITNESS 2008 Annual Report (July 2007–June 2008), p. 10.

<sup>33</sup> WITNESS Performance Dashboard: End of Year Report FY09 (July 2008–July 2009), p. 7.

want to create too many metadata hurdles for users that may dissuade people from posting contributions to the site.<sup>34</sup>

Although WITNESS's work relies heavily on technology for producing its video advocacy and disseminating human rights information, it is not a technology organization. This is a particular challenge as WITNESS shifts its focus to becoming more of a Web presence that pushes information out rather than receiving information. WITNESS needs to continue to maintain a space where groups or individuals can submit important human rights video material, but also needs to discover new audiences and devise strategies and technological ways of transmitting information to those audiences.

*Archiving Challenges:* In addition to the variety of materials created during campaigns with Core Partners, the WITNESS Media Archive houses materials received from documentary film projects (for example, the raw footage recorded in Darfur for the film *The Devil Came on Horseback*, which captured human rights abuses as they unfolded). Such footage often contains material important for historical and memory purposes, as well as potentially for legal action. Both collections (footage from Core Partners and donated footage) come with their own challenges.

- 1. *Documentary footage:* Although filmmakers often take meticulous notes concerning context and the nature of events recorded while working on a documentary, these notes are often misplaced, lost, or even thrown away before the footage is archived. This represents a significant loss of metadata and context, though chain of custody is intact.<sup>35</sup>
- 2. *Cataloging:* Cataloging the large amount of video footage and documentation produced during Core Partner campaigns is labor intensive, creating a backlog of materials to be cataloged and made accessible in the database.
- 3. *Access:* The footage that WITNESS and its partners create, or that is donated to the archive, contains important original documentation of events or sensitive personal experiences. Therefore, the WITNESS Media Archive must balance access with the sensitivity of materials in order to safeguard the privacy and safety of those represented in the materials.<sup>36</sup>
- 4. *Long-term preservation:* As the WITNESS Media Archive continues to grow, it will exceed the facility located in the Brooklyn offices. WITNESS is seeking an institutional partner to establish a robust system for long-term preservation, which will ensure access to a larger community of current and future researchers, advocates, and educators.<sup>37</sup>

*Structural Challenges*<sup>38</sup>: The largest structural challenge that WITNESS faces is not with the structure or operation of the organization, but with The Hub. As a community resource and resource for motivating activism, WITNESS feels that The Hub is falling short of its ambitions for the project and faces challenges largely related to limitations in the Web space's audience. Although The Hub has more than 4,000 members participating in the Web site, most of these participants are already involved in and value video advocacy, thus the site is "preaching to the choir," so to speak. The Hub aims to raise awareness of human rights abuses by calling attention to them through imagery. In order to address this problem, The Hub made a foray into YouTube and posted some of its materials, with a goal of reaching a broader audience. Unfortunately, Hub materials often received inappropriate and negative (often racist) feedback from YouTube viewers, so this was not a viable vehicle for raising awareness.

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<sup>34</sup> Interview with Grace Lile at WITNESS. May 29, 2009.

<sup>35</sup> *Ibid*

<sup>36</sup> Information for all points above taken from an interview with Grace Lile at WITNESS. 29 May, 2009.

<sup>37</sup> Personal communication from Grace Lile concerning goals set during an archiving focus group as part of the strategic planning process in 2009. Email dated 5 February, 2010.

<sup>38</sup> Phone conversation with Grace Lile, 5 February, 2010.

Beyond the struggles faced in trying to target and reach the appropriate audience for The Hub, archiving poses another challenge. Much of the visual material presented on The Hub does not need to be archived because the original material exists in other human rights organizations. However, The Hub does generate new related material through community commentary, which is valuable and should be preserved. Also, WITNESS archivist Grace Lile would like to see the current instantiation of The Hub archived in its entirety, with comments, presentation, interactions, and contextual information intact.

### **Comparative Landscape**

WITNESS is the pioneering organization in the small but growing field of video activism. Below are a few similar efforts, some of which seek to preserve their materials as WITNESS has done with its archive:

#### **ADAM at Amnesty International**

Amnesty International's International Secretariat in London has created an in-house digital archiving program called ADAM (Amnesty Digital Asset Management).<sup>39</sup> The program, designed in conjunction with Bright Interactive,<sup>40</sup> allows Amnesty field workers to upload digitally created photos, videos, and audio recordings into a central repository that all Amnesty members can access from within the organization. Outside users may conduct partial searches of publicly available materials through the ADAM Web page (<https://adam.amnesty.org>).

#### **Canalseisdejulio**

Canalseisdejulio, a documentary filmmaking organization in Mexico City, specializes in filmmaking focused on human rights issues throughout Mexico. For more than 20 years, Canal 6 has created and distributed over 50 documentaries designed to deny official state propaganda and expose the abuses that people throughout Mexico suffer every day. These documentaries are distributed to thousands through an informal network of passing them from hand to hand and advertising them by word of mouth.<sup>41</sup> The organization has carefully organized, archived, and preserved the thousands of hours of raw and produced video footage they have either created or acquired over the years of their work. These materials, along with all accompanying notes, are now maintained at that Universidad Nacional Autónoma de México (UNAM).<sup>42</sup>

#### **Chiapas Media Project**

Chiapas Media Project (CMP) is a video advocacy group based in Chicago and works in Chiapas, Mexico, as well as throughout Mexico and Latin America. CMP began in 1998 as a result of conversations with Zapatistas Communities in southern Mexico (indigenous communities of Tzotzil, Chol, Tojolabal, Mum, and Tzeltal Mayan Indians) who desired to film for themselves their struggles and daily lives.<sup>43</sup> Since 1998, CMP has worked as a bi-national organization in the U.S. and Mexico to provide video and editing equipment and the training necessary to use them. As a result of this collaboration, CMP and the indigenous communities in the Mexican states of Chiapas and Guerrero have created approximately 30 documentary videos available for sale on their Web site (<http://chiapasmediaproject.org/cmp/video-catalogues>).

#### **Promedios**

Promedios, located in the Mexican state of Chiapas, is partnered with the Chiapas Media Project (above). A local documentary filmmaker works with local communities to provide

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<sup>39</sup> <https://adam.amnesty.org/asset-bank/action/viewHome>

<sup>40</sup> <http://www.bright-interactive.com/>

<sup>41</sup> <http://www.jornada.unam.mx/2009/04/07/index.php?section=opinion&article=017a1pol>

<sup>42</sup> Interview with Carlos Mendoza at Canalseisdejulio, Mexico City, Mexico, 22 February 2010.

<sup>43</sup> <http://chiapasmediaproject.org/cmp/chiapas-media-project>

training and in and support for video advocacy based on issues important to the communities in question.<sup>44</sup> Promedios has collected hundreds of tapes of footage over the 12 years of its existence and is in the process of organizing the original material and digitizing it for preservation.<sup>45</sup>

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<sup>44</sup> <http://www.promediosmexico.org/>

<sup>45</sup> Interview with Francisco Vazquez at Promedios, San Cristóbal de las Casas, Chiapas, México 15 February 2010.

**APPENDIX A:  
SEARCHING THE WITNESS MEDIA ARCHIVE**



Once in the Media Archive,<sup>46</sup> users can enter a search term in the “search all text” field and then select limiting terms from the drop-down menus established for the remaining search categories. In this case, the search is for “Acteal,” “mass killings,” and “Mexico.”



These are the results called up by the search in the first image. The material typed in orange serves as a link to the full record for each item. Clicking on the link for ID 3104 (the item second

<sup>46</sup> [http://www.witness.org/index.php?option=com\\_mediaarchive&Itemid=212](http://www.witness.org/index.php?option=com_mediaarchive&Itemid=212)

in the list) yields the result in the following image.



SEE IT  
FILM IT  
CHANGE IT

# WITNESS

WITNESS uses video to open the eyes of the world to human rights violations.

[Home](#) [Media Archive](#) [News](#) [Get Involved](#) [Training](#) [Act Now](#) [Store](#) [Search](#) [Partners](#) [About Us](#) [Watch Videos](#) [Events](#)



[Home](#) > [Media Archive](#) > [Search Archives](#)

Title ID: 3104

Title: [Chiapas Acteal Massacre Interviews with Maria Vasquez Gomez, Catarina Mendez Paciencia, Margarita, b-roll massacre site]

Main Credits: The Women's Caucus for Gender Justice

Partner(s): Women's Caucus for Gender Justice

Date: 2000 August

City: Acteal

Country: Mexico

**Summary:**

Two young women from the village of Acteal, near the town of San Cristobal in Chiapas, Mexico describe the horrors of the massacre of December 1997, in which paramilitaries shot at a crowd, primarily of women and children, who were gathered in the village church. The village was targeted because of its sympathies with Zapatista rebels. The women recount what happened, and the aftermath, including how justice has still not been served, with many of the perpetrators still unpunished and in the same community. At the end of the tape a local man leads the cameraperson to the church where the massacre took place - it has bullet holes in the walls, and is filled with coffins.

The Women's Caucus was formed in February 1997, to intervene in the ongoing Preparatory Committee meetings for the establishment of an International Criminal Court at the United Nations. Women realized that without an organized caucus, women's concerns would not be actively defended in the documents and process of creation of an International Criminal Court. The legal issues in the ICC are complex and sensitive. They require people from different legal systems and cultures to arrive at a consensus on specific issues that may challenge local traditions or beliefs. The gender-related issues are particularly sensitive, as they are not as well understood. Gender-related crimes are often perceived to be private or individual crimes that do not rise to the level of international human rights law, or that are perceived to be taken care of by a "neutral" statute. However, the experience of women has been that neutrality usually results in leaving out crimes against women and the ways that women, because of their socially constructed roles in society, are disproportionately affected. It was these concerns that the Women's Caucus sought to address in the process of creation of an International Criminal Court. By advocating the codification of crimes of sexual, reproductive and gender violence, and inclusion of gender sensitive processes and criteria for personnel, the Caucus tried to ensure that the Court has capacity to implement justice for women.

**Log / Transcript available:** Yes  
**Language(s):** English (Spoken)  
 Spanish (Spoken)  
 Tzotzil (Spoken)  
**Content Type:** Raw  
**Restrictions:** None  
**Subject Keywords:** Aftermath  
 Children and Youth  
 Mass Killings  
 Paramilitaries  
 War Crimes  
 Women's Rights  
**Geographic Keywords:** Acteal  
 Chiapas  
 Chimal  
 Mexico  
 New York City  
 San Cristobal  
 US  
**Personal Name Keywords:** None  
**Corporate Name Keywords:** None

[Back to Search Results](#)

[Search Again](#)

search...

80 Hanson Place, 5th Fl. Brooklyn, NY 11217 v: 718.783.2000 f: 718.783.1593

[Privacy Policy](#)

Full record for ID 3104 in the search list (previous image).<sup>47</sup>

<sup>47</sup>[http://www.witness.org/index.php?option=com\\_mediaarchive&Itemid=212&task=view&archive\\_id=3104](http://www.witness.org/index.php?option=com_mediaarchive&Itemid=212&task=view&archive_id=3104)

**APPENDIX B:  
SEARCHINGCONTENT ON THE HUB**

The global platform for human rights media and action

EDITOR'S PICKS COMMUNITY PICK MAP

## Endorois win landmark judgement against Kenyan government [UPDATED]



Search Terms:  SEARCH

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 My Messages 0  
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The Hub homepage<sup>48</sup> offers a simple search field in the upper right corner where users can enter a general search term—in this case the term “Chiapas” has been entered.

**Search: Chiapas**

Showing 1 to 3 of 3.

Search Terms:  Sort by:  SEARCH

**ADVANCED SEARCH**

|  |   |  |
|--|---|--|
| <b>Content Types:</b><br><input type="text" value="[any type]"/><br>Media<br>Blog entries<br>Events<br>Petitions | <b>Countries:</b><br><input type="text" value="[select countries/regions]"/><br>Global<br>Afghanistan<br>Albania<br>Algeria | <b>Issues:</b><br><input type="text" value="[any issue]"/><br>Armed conflict<br>-Child soldiers<br>-Landmines & unexploded<br>-Mercenaries |
|--|---|--|

---

|  |   |  |
|--|---|--|
|  | <p><b>Tell President Calderón: Justice for Neyra and the murdered women of Ciudad Juárez and Chihuahua</b></p> <p>BACKGROUN: Read the series of posts about our trip to Mexico City to meet with President Calderón and urge him to end femicide in Mexico: ...</p> <p>Regions: Mexico<br/>         Issues: Forced disappearances, Violence, Women's rights</p> | <p><b>Rebecca Lichtenfeld</b><br/>         Mar 19 09<br/>         Blog Entry</p>                     |
|  | <p><b>Mexico: Police attack Indigenous farmers, killing six</b></p> <p>On October 3, 2008, federal and state police in Chiapas, Mexico, carried out a violent operation that left six people dead, 17 injured, and 36 more detained, almost all of whom were inhabitants of the...</p> <p>Issues: Indigenous peoples, Police brutality</p>                      | <p><b>Ahni</b><br/>         Oct 9 08<br/>         Witnessed: 1029 times<br/>         Embed</p>       |
|  | <p><b>Labor Day in Mexico - 06.07.2007</b></p> <p>This week, to inaugurate our regular posts from this date on, AIM covers the first days of May in Mexico City, dates <b>filled with history</b> for ...</p> <p>Regions: Mexico<br/>         Issues: Detention, Indigenous peoples</p>   | <p><b>Krillian</b><br/>         Jul 30 07<br/>         Witnessed: 10009 times<br/>         Video</p> |

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This is the list of the results for the Chiapas search<sup>49</sup> entered in the screen above. Each item offers a link (by clicking on the image on the left), a summary description, and information about when it was submitted and by whom. The search results page also offers the opportunity to refine

<sup>48</sup> <http://hub.witness.org/>

<sup>49</sup> <http://hub.witness.org/en/seeit/search?keyword=Chiapas>

the search, limiting by selecting from predetermined categories. The next image shows the full record for “Mexico: Police attack Indigenous farmers, killing six” from the list above.<sup>50</sup> Notice the community space at the bottom of the page with resources for taking action and space for leaving comments. It also provides links to related materials to learn more about issues related to the archived material.

## Mexico: Police attack Indigenous farmers, killing six



By: Ahni

Posted: Oct 9 08

Rate

Witnessed: 1027 times

Issues: Indigenous peoples, Police brutality

Tags: human rights, indigenous people, méxico, police brutality

**THIS VIDEO CONTAINS GRAPHIC FOOTAGE OF HUMAN RIGHTS ABUSES**

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On October 3, 2008, federal and state police in Chiapas, Mexico, carried out a violent operation that left six people dead, 17 injured, and 36 more detained, almost all of whom were inhabitants of the ejido (communally held land) of Miguel Hidalgo, located in the municipality of La Trinitaria, Chiapas.

Chiapas state Governor Juan Sabines has since "promised to punish the police who were responsible for the violence, indemnify the victims' families, provide scholarships to their children and pensions to their widows, and launch productive projects in the community," reports IPS News ([link](#)) but there are still many concerns surrounding the attack, because it seems to have been prompted by a much larger state policy that criminalizes social protests.

This video is a photo montage of the operation and its aftermath, put together by [Meridiano90](#). Please see the links below for further information.

TAKE ACTION

RELATED CONTENT

COMMENTS

SUBSCRIBE

MAP

Actions

Resources

[Get the full story at SIPAZ](#)

[Also see this October 9 update](#)

Events

<sup>50</sup> <http://hub.witness.org/en/node/8929>

**APPENDIX C:  
METADATA REQUIRED TO UPLOAD MATERIAL TO THE HUB**

Users have contributed media to the Hub that they have created related to human rights, in turn the Hub has served as a public space for viewing, commenting, and sharing information. As they contribute materials to the Hub, users access the upload form<sup>51</sup> depicted in three parts below. The first two parts show options for how to share media: 1) upload material into The Hub's server; 2) provide a link to media presented elsewhere. The upload form provide basic metadata to the Hub (the user's ID and the date a piece is contributed are automatically pulled into the record), as well as contextual descriptive material.

English Français Español

**THE HUB** BETA

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SEE IT  
FILM IT  
CHANGE IT

SEE IT SHARE IT TAKE ACTION **UPLOAD**

Home > Share It > Upload

## Upload Your Media

Follow these three simple steps to upload your human rights-related video, audio or photographs to the Hub. Thank you for contributing to the Hub!

Uploading human rights media to the internet can impact on safety and security – yours, the people you film, and the people you work with. Read our [Safety and Security Guidelines](#) to find out steps you can take to protect yourself and others.

### ADD YOUR MEDIA

UPLOAD EMBED

#### UPLOAD YOUR MEDIA FILES

Remember that you still need to click "Submit" below to save or change your files to the Hub.

Add a new file:

Allowed file types include: jpg jpeg gif png mov avi wav flv 3gp 3g2 mp4 mpeg mpg wmv

Search Terms:

**UPLOAD GUIDE**

**SAFETY & SECURITY GUIDELINES**

**MY HUB**  
 My Media Library  
 My Profile  
 My Network  
 My Messages 0  
 My Account Settings  
 Logout

**THE WITNESS BLOG**  
 SEE IT. BLOG IT.  
 CHANGE IT.

Option 1: The form for material uploaded from a personal computer for direct presentation by The Hub: materials conform to the file formats listed at the bottom of the screen (above).

<sup>51</sup> <http://hub.witness.org/en/share/upload/content>

English Français Español

**THE HUB** BETA

Presented by **WITNESS**

SEE IT  
FILM IT  
CHANGE IT

SEE IT SHARE IT TAKE ACTION **UPLOAD**

Home > Share It > Upload

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### ADD YOUR MEDIA

**UPLOAD** **EMBED**

Enter the Embed code for your media here:

When you click preview, you will see a preview of your embedded code. If your embedded code does not work, you can replace it by clicking on the replace button. You can use both embed and object style code. Iframes are not supported.

**PREVIEW**

If your embedded content displays correctly, you can continue on to adding information to your post.

Search Terms:  **SEARCH**

**UPLOAD GUIDE**

**SAFETY & SECURITY GUIDELINES**

**MY HUB**  
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Option 2: Embed a link to media presented elsewhere, for example YouTube or Vimeo. The link is stored in The Hub's server and will function as long as it is live.

## DESCRIBE YOUR MEDIA

Title: \*

Give your media item a descriptive title so that others can find it easily, e.g. Seoul: Unlawful arrest of protestor by police

Describe Your Media:

This brief description will appear next to your media item to help others understand what they are watching – try to include relevant details such as location, date, context, and who is in the video, audio or photos.



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## CLASSIFY YOUR MEDIA

Regions and Countries:

- Afghanistan
- Africa
- Albania
- Algeria
- American Samoa
- Americas & the Caribbean
- Andorra
- Angola
- Anguilla
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba

Select related issues. You can select up to three.

Human Rights Issue:

- None -
- Armed conflict
- Child soldiers
- Landmines & unexploded ordnances
- Mercenaries
- War crimes

Select related regions. You can select up to three.

## NEXT STEPS

Now that you have entered your data you can add additional information to your media once you submit this form. If you do not want to add any more information, you can continue using The Hub. The more data you provide for your media, the easier it is for other people to find it. Additionally, you can provide information for people to find out more, get involved, or or take action on the issues featured in your media.

SUBMIT

This form allows the contributor to provide basic contextual information to help other viewers understand the piece. Information includes a detailed title and a description of the content, conditions under which it was created, as well as broader contextual information.

