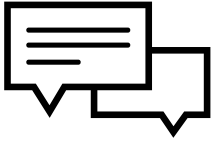


CAPSTONE PROJECT

MEDIA

ACTIVISM



CAPSTONE PROJECT
CPI & MSRI
MALAYSIA 2017



BY MARLIN
BESWETHERICK

OVERVIEW

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THE PROJECT

MARLIN
BESWETHERICK

In my initial thoughts for a Capstone project, I imagined some form of story telling; capturing messages and experiences through fairy tales and lives told by people I met in Malaysia. As it happens, this is not that book. Arriving in Malaysia as a new intern, I found that MSRI need not just a story teller but a megaphone to tell that story!

ENGAGED SOCIAL MEDIA

As an NGO, MSRI has to balance keeping a low profile but also manage to reach out to potential donors to continue to help refugees.



Over the 6 months I worked with MSRI, I assisted developing engaged social media and communications; helping MSRI reach out to wider audiences. I was very fortunate to be able to help out in this way as I was given the opportunity to truly understand the organization and the impact it has on so many lives. My Capstone project tries to showcase some of these projects and to continue to spread the reach of MSRI. I hope you enjoy it as much as I did!

04

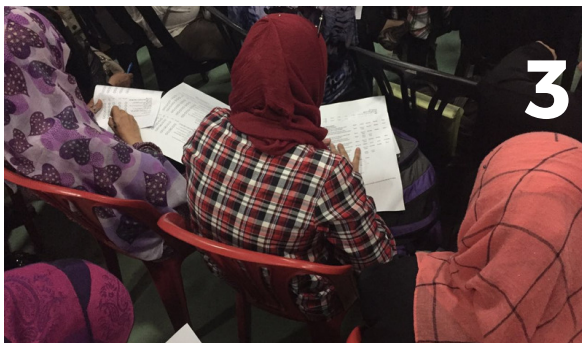
Media
Activism

MALAYSIAN SOCIAL RESEARCH CENTRE

A Refugee Support Centre

SOWING SEEDS OF RESILIENCE

*Good seed, cast onto land, will grow into a tree,
Cast into the sea, will become an island*



4 CORE PROGRAMS

INTRODUCING MSRI

What do they do?



1 EMERGENCY SUPPORT

Provided to meet the needs of MSRI's most at-risk community members.

2 LIVELIHOOD

To increase self-reliance and empowerment with skill-building and vocational training.

3 EDUCATION

A safe learning space for children and adults, meeting nutrition and mental health needs.

4 HEALTH CARE

MSRI works to create a safe space where health needs can be addressed.

As refugees aren't recognized in Malaysia, they are at risk of deportation and have difficulty accessing education, work, and safety. MSRI works to mitigate these risks.



Show support for **REFUGEES** by attending

POETRY & EID OPEN HOUSE

BY MSRI

8TH OF JULY | 2:30 PM
AT RUANG BY THINK CITY

ADMISSION FEE
RM 70
ONLINE PAYMENT

The first MSRI event that I went to was a Poetry & Eid Open House. It was a lovely gathering where refugees and friends of MSRI read their own poetry but it received no media attention and a very small turnout - achieving none of the goals the event was designed to achieve.

It was through this event that I found what I could help MSRI develop: brand outreach and presentation.

This didn't come without any challenges. It has been only recently that MSRI switched to online records and most of the knowledge about its past was hidden in a wealth of boxes in what was basically an attic. From records to ethics forms, there were concerns of privacy and safety for the refugees. Even the brand colours and logo were still under debate. Recreating a brand was a big challenge.

TRANSFORMING BRAND
AWARENESS

msri

MALAYSIAN
SOCIAL
RESEARCH
INSTITUTE

No. 1, Tingkat 1, Jalan Mamanda 7 Ampang
Point
68000 Ampang, Selangor
Tel: 03-4252 8699 / 4266 3409
www.msri.org.my
[www.facebook.com/
MalaysianSocialResearchInstitute/](https://www.facebook.com/MalaysianSocialResearchInstitute/)

Sowing Seeds
of ResilienceMALAYSIAN
SOCIAL
RESEARCH
INSTITUTERefugee
Support Centre

MSRI is a refugee support centre currently dedicated to providing education, health, livelihood and emergency programmes to refugees and asylum seekers from minority communities living in Malaysia. There are currently about 5,000 individuals registered with MSRI.



One of the firsts tasks I tackled was updating the main brochure. Deciding what photos would represent MSRI and what to say really began to shape how I understood the organization's challenges and successes.

Above is the front page on the main brochure. This ended up being a template for another 3 brochures that were worked on by other interns and staff!



BANNERS

From the initial brochures, everything began to unfold! On the left are two banners that I designed with the creative guidance of MSRI staff.

The question that shaped the debates around these images were "What does MSRI want to represent?" and "How do we stand out?"

REPRESENTATION

One of the main issues identified with the Poetry & Eid Event was a lack of media. These banners were one of the first steps to combat this.

Used in the background of Instagram and social media posts as well as placed at events, the banners now identify MSRI immediately and help explain the NGO to interested viewers.



09

Media
Activism

PROMOTION & EVENTS

CIVILIAN DEATH IS NOT AN INEVITABLE PART OF WAR

WORLD HUMANITARIAN DAY

#NOTATARGET

INSTAGRAM CAMPAIGNS



"ONE DAY I WANNA GO BACK
WITH ALL OF MY FAMILY...I
WISH ONE DAY...PEOPLE
BREATHE IN A CALMNESS AND
PEACEFULL LAND."

- MIRI 13, AFHGANI REFUGEE



OTHER PROJECTS INCLUDED DEVELOPING
INSTAGRAM CAMPAIGNS

Check out MSRI's instagram @msri_official



"THE FORGING OF A SHARED CONSCIOUSNESS"

FINDING UNITY IN DIFFERENCE

MSRI FOUNDER, ALIJAH GORDON



MSRI HISTORY

Created originally as a research institute, MSRI has been going strong for over 58 years. Although it has become a humanitarian organization over the years, MSRI holds onto its roots through its name and as a way to honour their founder, Alijah Gordon who shaped MSRI into what it is today. In order to tell this story, in my last week at MSRI we held a giant fundraiser.

COMMEMORATION

This fundraiser titled 'Alijah Gordon and the Children of Her Legacy' aimed at celebrating both MSRI and Alijah, bringing them forward to a new generation.

What follows these pages is the cover page for the fundraisers programme book, some of the exhibition boards that my team designed and researched, and photos from the day and night gala itself!





IN HONOUR OF OUR FOUNDER, THE LATE

DATO' DR ALIJAH GORDON

&

UNIVERSAL CHILDREN'S DAY

MSRI PRESENTS

ALIJA H GORDON
AND THE
CHILDREN OF HER LEGACY

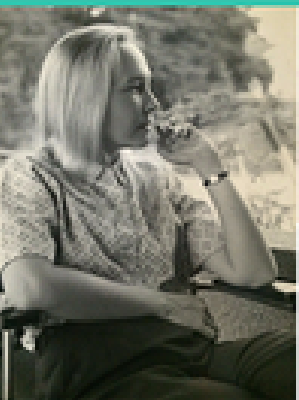
FUNDRAISING GALA DINNER

PROGRAMME BOOK



HUMAN RIGHTS ACTIVIST,
PHILANTHROPIST, AND FOUNDER OF MSRI

Alijah Gordon



Shirle Gordon, the author and co-editor of the book, 'The Kurdish National Movement' (1964).

Shirle Gordon, the author and co-editor of the book, 'The Kurdish National Movement' (1964).

Alijah Gordon shaped the lives of hundreds. But before she was Alijah, she was Shirle Gordon. Born in 1929, Shirle and her brother were raised by her parents and Nana. She grew up headstrong and independent, part of which she credits to her Nana who would scold her "Are you made of sugar that you will melt?...The worst they can tell you is no, so go on and ask".

She graduated from Columbia University in the early 50's with hopes of pursuing law but found herself drawn to the political scene instead.

Fascinated by Middle Eastern/ Islam studies, it was Shirle's involvement with fellow students from the University's debate club that introduced her to the question of Palestine.



1955: Discussing UN Resolutions and the Palestinian Question with the Egyptian Ambassador to the UN.



1948: The author's college friends.



**YOUTH FORUM SEES
THREAT IN MID-EAST**

Solution of Dispute Between Israel and Arab Nations Held Vital to World Peace

Three student panels at the New York Times Youth Forum yesterday expressed fear that the continuing dispute between Israel and the Arab nations might eventually lead to another World War. The three other panels, although not expressing themselves as this point, emphasized in their remarks the importance of resolving conflicts between the disputants.

At the 11:30 a.m. session, Shirle Gordon, a student at Columbia University, said that in the interests of simple justice Arab refugees should be permitted to return to their former homes in Israel.

Shirle Gordon, 24, a graduate student at Columbia University, contended that Israel should carry out United Nations resolutions calling for internationalizing Jerusalem and its suburbs and for the return of Arab refugees to Israel. She also felt that the 1947 resolution relating to boundaries should be discussed in negotiations between Israel and the Arab countries.

E. N. Talks Favored

Angela Luker, 18, of Riverdale Country School in Riverdale, the Bronx, thought that talks between Israel and Jordan at the United Nations might help. Richard J. Ward Jr., 17, of Regis High School said that in the interests of simple justice Arab refugees should be permitted to return to their former homes in Israel.

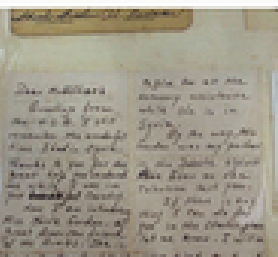
Shirle Gordon, 24, a graduate student at Columbia University, contended that Israel should carry out United Nations resolutions calling for internationalizing Jerusalem and its suburbs and for the return of Arab refugees to Israel. She also felt that the 1947 resolution relating to boundaries should be discussed in negotiations between Israel and the Arab countries.

Passionate and headstrong, at 24 years old she was invited to debate against Abba Eban the Israeli ambassador to UN hosted by the New York Times.

She was a last minute debaters decision.

The NYT debate was broadcasted widely, and although it received some positive reception among the university community, her outspoken beliefs resulted in the withdrawal of her doctoral dissertation scholarship.

However, her passionate defense of Palestine inspired an invitation to go to Egypt and complete her thesis on the Kurdish National Movement there.



Making A Difference

SUCCESS STORIES



Darya, pregnant and mother of 2, arrived in Malaysia in the late stages of labour. Terrified, in pain, and unable to pay the hospital fees, she was refused medical care. If MSRI had not been alerted and able to cover the deposit, Darya would have given birth outside the hospital.

Unfortunately for Darya, the trauma was not over. Her newborn daughter, named Hadijah, suffered seizures. With the assistance of MSRI, Darya was able to afford the medication for her newborn and Hadiyah was able to recover. Today she is healthy and seizure free.

Archia & Aria their mother Foroogh now live in the USA. When Foroogh first came to MSRI she could not speak English, but through sheer determination she learnt the language so that she could be in a better position to help her sons - especially Aria who needed constant medical attention. She eventually started teaching in MSRI school as well. Her sons are now doing well in school and have recently chided their parents on their not so "American" accent. Aria has overcome his medical challenges and is now doing better. Life is not easy, she says but they are working at it.

Hakim's son Sam was 9 years old when he was diagnosed with cancer. Dropping out of school to receive chemo which his father could not afford, Sam rapidly lost his eyesight. For his father, the need to be with his son and hospital bills meant he couldn't hold a full-time job and fell into hard debt. With help from MSRI, Hakim and Sam were able to receive the support they needed. Working together, they were able to pay for all of Sam's chemo sessions and help Hakim get back on his feet.

2 years later, in February 2017, MSRI received a report from the hospital that Sam was now cancer free and healthy.



Many more stories than are shown here were gathered and will be used in the future for funders reports and for possible donors that are interested in what MSRI has to offer.

This exhibition board included various success stories of refugees who have been part of MSRI's journey. Gathered through interviews with staff and working to protect the identity of participants offered unique challenges and insights into the daily lives and struggles of refugees in Malaysia.

2017 MSRI GALA FUNDRAISER

Photos from the day
and night event





INTO THE FUTURE



SAYING GOODBYE

While being able to not only leave behind records of my work and see their impact was uplifting, MSRI's impact upon me was much greater. Having the opportunity to learn and be shaped by this experience was beyond incredible and I could only hope to give back half as much as what was given to me. The future is open! May we all sow seeds of resilience in our lives.

ABOUT THE AUTHOR

Marlin Beswetherick is a 4th year anthropology major with a concentration in bio-culturalism, migration, and health. Holding a background in biology and an interest in humanitarian applications, Marlin spent 6 months with MSRI as a programme-coordinator intern.

ALL MY GRATITUDE TO CAPI AND MSRI

