



Module 2: Introduction to Video Advocacy

Session Objectives

Total Time: 4 hours

Within this Session participants will be able to:

- Identify personal experiences and the experiences of WITNESS with effective video advocacy
- Reflect on the concept of video advocacy
- Recognize and identify strengths and limitations to using video as a tool for human rights advocacy
- Outline the key elements to developing a video advocacy strategy

Participant Module 2 Experience with Effective Use of Video in Human Rights Work

Objective

To identify participants' own experiences with effective use of video in human rights work

Time

40 minutes

Description

This session is divided into two parts.

In **Part A**, you will discuss your video advocacy experience in small groups.

In **Part B**, you will share the results of your discussion with the large group.

Version A

15 min

Part A Share Your Experience with Effective Use of Video in Human Rights Work

- Your facilitator will divide participants into small groups.
- With the members of your small group, identify and discuss one experience you have had with effective use of video for human rights work. You have about two minutes to present your experience.
- With the members of your small group, complete **Worksheet: Experiences With Effective Use of Video in Human Rights Work**.
- Identify one member of your group to summarize the discussion which will be presented in **Part B**.

15 min

Part B Small Group Presentations

Your facilitator will ask each group to present the results of their discussion. You will have approximately three minutes per group.



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Version B

20 minutes **Part A Share Your Experience with Video Effective Use of Video in Human Rights Work**

- You will work in small groups to each share one experience you have each had with effective use of video for human rights work.
- Complete a flipchart version of the **Worksheet: Experiences With Effective Use of Video in Human Rights Work** that will be posted on the wall.

20 minutes **Part B Presentations**

Your facilitator will ask you to go around the room and read over the information presented by other participants. Please note any commonalities.

Participant Module 2 Sharing Ideas about the Concept of Video Advocacy

Objective

To reflect the concept of video advocacy

Time

20 minutes

Description

This activity is divided in two parts.

In **Part A**, you will reflect on your understanding of the concept of video advocacy in relation to the WITNESS definition of video advocacy.

In **Part B**, a WITNESS staff person leads a large group reflection.

10 min **Part A Your Understanding of the Concept of Video Advocacy**

You will remain in your small groups from the previous Session.

Your facilitator will provide you with WITNESS' definition of the concept of video advocacy. With your group, identify the elements of the definition that might be surprising; anything that you might like /dislike/agree/disagree with; anything to be defined differently.

Select a rapporteur who will be ready to share the results of your discussion and present questions and comments you came up with.

Your facilitator leads a brief discussion drawing on a selection of the experiences.

10 min **Part B Examining WITNESS' Concept of Video Advocacy**

A WITNESS staff person examines WITNESS' understanding of video advocacy and leads a large group discussion in light of the comments made in Part A. While the WITNESS staff person is presenting, you can see **Reference Sheet: WITNESS Defining What Video Advocacy IS and IS NOT** to follow along and take notes.

Question and answer period





Participant **Module 2** **Strengths and Limitations of Using Video as a Tool for Human Rights Advocacy**

Objective

To recognize and identify strengths and limitations to using video as a tool for human rights advocacy

Time

50 minutes

Description

This session is divided into two parts.

In **Part A**, you will watch human rights video clips and work in buzz groups.

In **Part B**, your facilitator leads you in a large group discussion.

25 min

Part A View film clips and buzz group discussions

Your facilitator will explain the context of the video clip you are about to see. While watching the human rights film clip, using **Worksheet: Strengths and Limitations**, write down ideas in each column. (10 minutes)

Your facilitator will divide participants into buzz groups.

Once in your buzz group, consider the suggested questions below and discuss them and the ideas you noted down earlier:

- What kinds of stories does video capture well?
- What types of images are best captured by video?
- What are the strengths of creating a video for a human rights advocacy campaign? What are the potential limitations?
- What are the strengths and limitations of the process of making a video?
- What are the particular strengths and limitations of creating and using video online?

With the members of your buzz group, identify 2 – 5 Strengths and Limitations that you would like to share with the rest of the group and write them on post-its.

Place your post-its on the board in the appropriate category.

25 min

Part B Recognizing Strengths and Limitations

Your facilitator summarizes the strengths and limitations that are posted on the board and then leads you in a large group discussion. He/she will present the information on **Reference Sheet: Strengths and Limitations**. You are welcome to take notes during this discussion.

