



**Reference Sheet    Module 2    WITNESS Defining What Video Advocacy IS and IS NOT**

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**Video Advocacy is:**

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Using video to help drive changes in human rights policies and practices by communicating with particular audiences

Video as a complement to other advocacy tools

Video made “for a reason”, not “about an issue”

Making an audio-visual argument

- Video is the medium
- Advocacy is the purpose
- Change is the goal

**Video Advocacy, as WITNESS approaches it, is not:**

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A substitute for other advocacy tools

Using video primarily as a publicity, educational or training tool

Just for professional filmmakers or journalists

Necessarily dependent on strong graphic imagery for impact

