



Facilitator Module 5 Apply Your Learning to Your VAP – Messaging and Storytelling

Materials

- Flipchart paper
- Video Action Plan Workbook (one per participant)

Preparations

On a flipchart paper write down the pages and the questions that participants are to complete in a section of the VAP workbook. During this session, participants will be completing their first section of the VAP workbook.

Familiarize yourself with the sections of the VAP workbook that participants will be working on by reading the questions and content. Please review the **facilitators' notes for tips on how to run the process and for the reflection questions that relate to the VAP workbook questions** that can be raised with participants if time permits.

Time

75 minutes

Description

The aim of this session is **to have participants begin to apply what they have learned** during the preceding sessions and to have them complete a portion of the Workbook – Video Action Plan.

Instructions

- Explain the participants' instructions written in the sections of the VAP Workbook that are to be completed during this session.
- Present the Parts of the VAP participants need to focus on and go over the questions they must answer and of the VAP they must complete. If participants have not been able to complete the Part indicated, tell them they should work on their VAP outside of class time.
- Let participants know that they can work individually or with a partner, as well that you are available to provide assistance to them.

FACILITATORS' NOTES:

Suggestions on how to run this session:

The Applying Your Learning to Your VAP sessions are to provide participants with 'free' time during the program to work either individually or with a partner to complete part of their VAP workbook that is indicated.

The role of the facilitator during this time is to support the participants by answering any questions that may arise or to clarify information for them about what is required:

Facilitators' Notes continued



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How they are to consider the questions in relation to objectives of the VAP and the proposal they worked on prior to coming to the course.

- **What** content during the previous sessions would be most applicable to complete the part of the VAP indicated during each of these sessions.

Participants may request further assistance in particular areas of content, as the facilitator, identify the appropriate resource persons/WITNESS staff and ask them to attend the session to go-around and assist participants in an 'on-call' capacity.

One suggestion is to create a schedule for resource persons/WITNESS staff to attend these sessions throughout the VAP.

REFLECTION QUESTIONS:

To share with participants if time permits and further assistance is necessary: The following questions relate to the VAP WORKBOOK as indicated below

(i.e, Part 1 Q1 = Part 1 of the VAP workbook, Question 1).

- **Additional Q:** Consider how the storytelling ideas on structure and voice apply to your project?
- **Part 1 Q5:** What length and language do you think will be optimal for your primary audience? If you are choosing to target multiple audiences, will these require a different language or length of video? If so, please give details.
- **Part 1 Q8:** Please list any existing or in-progress videos or documentaries related to your advocacy focus. How will the video project that your organization proposes add to this video material? What can you learn from existing videos about what you want to include and what you want to avoid?
- **Part 1 Q9:** How has the media portrayed the issue (if at all)? Has that helped or hindered your advocacy strategy? How would this influence your decisions on this video project?
- **Part 2B Q1:** What questions and background research will you need to address before shooting? Common key questions are noted below, and you should include additional ones that are relevant to your specific organization and video advocacy plan.

Questions	Required Research/Notes
What further research do you need to do on the security risks for people appearing in the film if it is shown locally/regionally/ internationally?	
What kind of consent process and documentation will you need to go through with people you film?	
What permissions will you need to film in different locations where you would like to film?	
Are there any rules of submission for video at venues where you plan to show the video for your target audience?	
How will you identify additional funding for the video production and distribution?	
Any other key pre-production questions?	