

Use of video by CSO/NGOs

NGO videos typically for:

- Self promotion
- Fund raising and accountability
- Can be very effective for these aims

Other uses

- Awareness raising
- Capturing & sharing experiences
- Capacity building/learning tool
- Influencing 'non' believers/power holders
- Local and international advocacy



We want

- People to watch the film
- To engage, inform and inspire the audience
- To convey real local experiences without compromising quality and structure
- The video to be interesting and accessible to others

Knowing the purpose of the video and who the audience are is key to how you go about producing it

GRASSROOTS



Local people with cameras capturing and producing their own videos

- Access to cameras and equipment and editing facilities
- Requires time, resources and training not just equipment
- Quality, style & content can be varied
- Sometimes not engaging for some international audiences

GLOBAL

International video crews/TV company filming grassroots projects and producing videos

- Crews not familiar/sensitive to grassroots orgs – own agenda
- Requires considerable funding
- Quality, style & content more professional – higher grade of equipment/ more experience
- Sometimes not engaging for some local audiences