



**NGO MEDIA WORKSHOP (CAPACITY-BUILDING)**

**DATES:** Monday, May 11th – Friday, May 22nd, 2009  
**LOCATION:** **Cape Town, South Africa**  
(closed to public)

**FACILITATOR(S):** Chandler Griffin  
Alison Fast  
Melissa Brough  
Charlotte Lapsansky

**CONTACT(S):** Christianne Williamson  
R&D Manager  
GOLD Peer Education Development Agency  
22 Station Road, Rondebosch, Cape Town, South Africa  
Office: +27 21 685 5038  
Mobile: +27 76 393 3282  
Email: christianne@goldpe.org.za  
<http://www.goldpe.org.za>

Alison Fast  
Program Director (Africa & The Middle East)  
Barefoot Workshops  
Mobile: 00-1-1-310-497-7109 (New York/Los Angeles)  
Email: Alison.Fast@barefootworkshops.org  
<http://www.barefootworkshops.org>



**Population:** 49,052,489 (2009 est.)  
**Capital:** Pretoria (administrative capital)  
**Area:** 1,219,912 sq km (757,709 sq. miles)  
**President:** President Kgalema MOTLANTHE  
**Languages:** Zulu 23.8%, Xhosa 17.6%, Afrikaans 13.3%, Sepedi 9.4%, English 8.2%, Setswana 8.2%, Sesotho 7.9%, Xitsonga 4.4%, other 7.2% (2001 census)  
**Religions:** Zion Christian 11.1%, Pentecostal/Charismatic 8.2%, Catholic 7.1%, Methodist 6.8%, Dutch Reformed 6.7%, Anglican 3.8%, Muslim 1.5%, other Christian 36%, other 2.3%, unspecified 1.4%, none 15.1% (2001 census)  
**Life expectancy:** Male: 49.81 years / Female: 48.13 years (2009 est.)  
**HIV/AIDS** (adult prevalence rate): 18.1% (2007 est.)

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## WORKSHOP DESCRIPTION

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According to the most recent data from the Joint United Nations Program on HIV/AIDS (UNAIDS) and the World Health Organization (WHO), 33.2 million people are living with HIV/AIDS worldwide as of the end of 2007.

Young people under the age of 25 are estimated to account for half of all new HIV infections.

Organizations like GOLD (Generation of Leaders Discovered) Peer Education Development Agency (<http://www.goldpe.org.za/>) make it their mandate to outreach to youth across South Africa with messages that positively influence sexual behavior, and reduce the risk of HIV/AIDS transmission.

GOLD is quickly becoming a leader in the fight against AIDS through the innovative use of their signature peer education model that reaches 9000 young educators in more than 110 schools and communities across Botswana, Zambia, Kwa-zulu Natal, and the Western Cape.

In this two-week intensive workshop, Barefoot Workshops will support GOLD to integrate "participatory video" into its core outreach strategy.

Owing to the power of media and its influence on young people, GOLD has uniquely committed to train ten of its core managerial staff from four regional offices and its central office, in "participatory media" and digital video production. In doing so, GOLD aims to mobilize a clear and quantifiable communications strategy to support the roll out of the GOLD Peer Education Model, to influence positive behavior with regards to HIV/AIDS.

The workshop will cover a hands-on understanding of media and its applied uses. One member of the team will be trained exclusively in post-production and how to export video in various formats. All others, including research and assessment officers, will be trained in documentary production skills, basic lighting and interview techniques, how to film "process" (or b-roll), and how to use short-form videos (Most Significant Change Stories) to report back to donors, stimulate internal dialogue and focus impact in key program areas.

The structure of the workshop will combine lectures and field visits with facilitated discussions about the role that media can play in GOLD's Peer Education Model. Short morning sessions will focus on group dialogue and tools for internal program communications, while afternoon sessions will pair staff in teams to work with camera and computer equipment. The first and last two days of the workshop will support GOLD staff to assess their vision and plans for short and long-term media strategies.

### ***What is The Most Significant Change (MSC)?***

MSC technique is a form of participatory monitoring and evaluation developed by Rick Davies, for his PhD on organizational learning in non-government aid organizations. The process involves the collection of significant change (SC) stories emanating from the field level, by asking a simple question: "During the last month, what was the most significant change that took place for participants in the program?" Once changes have been captured, stories are analyzed and filtered up through an organizational hierarchy (levels of authority) to be discussed by many stakeholders and used in a variety of ways to collect rich layers of qualitative and quantitative data. Stories can be tagged and categorized into "domains of change" or can be used to deduce intermediate outcomes & impact in addition to traditional monitoring techniques focused solely on outputs. MSC has been used by organizations like CARE International, Oxfam, Learning to Learn, Christian Aid, Ibis, and Lutheran World Relief, to monitor complex or large-scale programs, which have diverse implementation and outcomes for participants. This workshop will explore how to capture and distribute MSC content for a variety of purposes, including M&E, reporting back to donors, marketing "success stories" to beneficiaries and/or for producing compelling broadcast-quality content for distribution on television or mobile. MSC is a flexible tool that can be explored in relation to the needs of each organization. A full guide to MSC can be downloaded at this link: [www.mande.co.uk/docs/MSCGuide.htm](http://www.mande.co.uk/docs/MSCGuide.htm)

Intended outcomes of the workshop include:

- Technical capacity to operate video camera and discern key components of storytelling
- Training in video editing (for one staff member only)
- Review of internal strategies to monitor and evaluate GOLD programs
- Introduction to Most Significant Change (MSC) method for monitoring and evaluation
- Creation of a “media template” that can be used to pilot MSC
- Mapping of other key core components of GOLD short and long-term media strategy
- Timeline for integrating media internally and externally into GOLD
- Creation of “media bible” to track policies and best practices
- Feedback sessions to determine how best to track and share MSC content (& discussion of required technology)

Barefoot Workshops will deliver at least one MAC laptop computer and up to four video cameras that may be housed with GOLD, to support field staff to continue producing media after the workshop ends.

The long-term aim of Barefoot Workshops in Sub-Saharan Africa, is to support the creation of an online portal, “Made In Africa: Participatory Video Library”, that can serve as a resource for organizations engaged in HIV/AIDS education, training, treatment and care. To this end, the workshop with GOLD will help us to assess and better meet the needs of NGOs who are using media to address root causes of the epidemic.

#### **WHO SHOULD ATTEND:**

NGOs should carefully consider whom they select to attend this course. Here are some factors to consider:

- **Availability:** Staff must realistically be able to leave their responsibilities for ten days.
- **Skill Level:** Participants should possess good writing/communications skills, and basic computer literacy.
- **Long-term commitment:** Participants should have a long-term interest in using media to benefit the NGO. Staff who are interested in Training of Trainers (TOT) are especially encouraged to enroll.
- **Diversity:** Consider enlisting males & females, youth & adults, upper level managers & field staff, to ensure that you have a variety of perspectives represented.

#### **ABOUT BAREFOOT WORKSHOPS:**

Barefoot Workshops is a New York City-based not-for-profit 501(c)3, founded in 2004, that offers short, intensive workshops around the world in narrative and documentary filmmaking. We build the capacity of individuals and organizations in areas such as health, conflict resolution, resettlement, civil rights, and democracy building. We have worked with partners as diverse as UNESCO, Desmond Tutu HIV Foundation and the U.S. Government Middle East Partnership Initiative (MEPI), to pioneer new formats and “media templates” that reinforce citizen-led, community-owned solutions.

As a result of these workshops, ranging from two to three weeks in length, participants learn how to write, shoot, produce, and edit videos in a variety of formats that can be used to meet development goals. In addition to media training, Barefoot Workshops arranges screenings and panel discussions, connecting nonprofit organizations with leaders of Internet, mobile and television broadcast companies, as well as key stakeholders in government, and research-

based institutions, in order to reinforce vital storytelling networks.

What sets Barefoot Workshops apart from other organizations producing "participatory" media is our multi-sector approach, our commitment to producing broadcast quality content, and our efforts to work regionally to sustain programs and build community-led networks of support.

Barefoot's goal is to create responsible filmmakers who care about the world around them and who make it a point to give back to the people they work with. [www.barefootworkshops.org](http://www.barefootworkshops.org)

#### **FACILITATORS:**

##### **Chandler Griffin, Founder & Director (Barefoot Workshops)**

Chandler is a New York City-based, documentary filmmaker and educator, as well as the Founding Director of Barefoot Workshops. He has more than ten years of experience instructing film and video workshops, starting out at the prestigious International Film & Television Workshops in Maine. His projects have since taken him to Latin America, North America, the UK, Africa, India and the Middle East. He has developed and produced educational programs in northern Uganda, Rwanda, Burundi, Kenya, South Africa, Honduras, Jordan, Kuwait, Israel, Palestine, India and various locations in the USA. He is a Founding Member of Video Volunteers and was member of Jackson Hole Film Festival's Global Insight Advisory Committee. Chandler started The Arnold & Friends Fund ([www.TAAFF.org](http://www.TAAFF.org)) to fundraise for AIDS orphans in Zimbabwe. He has collaborated with Navsarjan Trust, PLANusa, 1 Giant Leap, PBS, The American Cancer Society, FXB International, The Ford Foundation, RFK Center for Human Rights, FilmAid International, Global Media Adventures, UNESCO, USAID/UNDP, the Middle East Partnership Initiative and the State Department's Digital Freedom Initiative. He holds a BFA in Photography and a BFA in Video/Film from the Savannah College of Art & Design.

##### **Alison Fast, Program Director (Barefoot Workshops)**

Alison Fast is a Peabody Award-winning television producer for networks such as BBC Worldwide, NBC/Universal, MTV Networks and PBS. She has documented international events including, World AIDS Orphans Day in Los Angeles and South Africa, the World Water Forum in Mexico City, the International AIDS Conference in Mexico City and Clinton Global Initiative in NYC. She spent six months documenting the power of grassroots media in Brazil, and speaks Spanish and Portuguese fluently. As Program Director of Barefoot Workshops, has produced and led educational programs in The United States, South Africa, Burundi, Jordan, Kuwait, Israel and Palestine. Her goal is to use media to bridge diverse communities around the world and to work towards global strategies for peace and a sustainable future. She graduated in a degree in Journalism from Boston University.

##### **Melissa Brough, Research & Assessment Consultant (USC Annenberg)**

Melissa Brough received her B.A. in Development Studies and Modern Culture & Media from Brown University. She subsequently worked in documentary film production and for FilmAid International, a non-profit organization that uses film and video to promote health and strengthen communities. As Program Officer she supported video-based, psychosocial and educational programs as well as participatory video projects in refugee camps in East Africa, and youth media projects in the Gulf Coast of the U. S. She has volunteered with local and international community media projects including the Chiapas Media Project in Mexico, whose work she helped bring to the 2001 Sundance Film Festival. Melissa is currently working on her PhD at the Annenberg School for Communication at the University of Southern California. Her research interests include participatory media practices for social change; participatory design of mobile platforms; program evaluation; community media and social movements.