



## WHAT IS OVP

Aims to provide individuals and organizations working for social justice with opportunities to create and utilize visual media in their campaigns. By

- **amplifying voices**
- **amplifying issues and**
- **promoting alternative media infrastructures**

# Video Advocacy Project

**Objective:**

Build the capacity of civil society organizations to create and utilize video as a tool to support their advocacy work

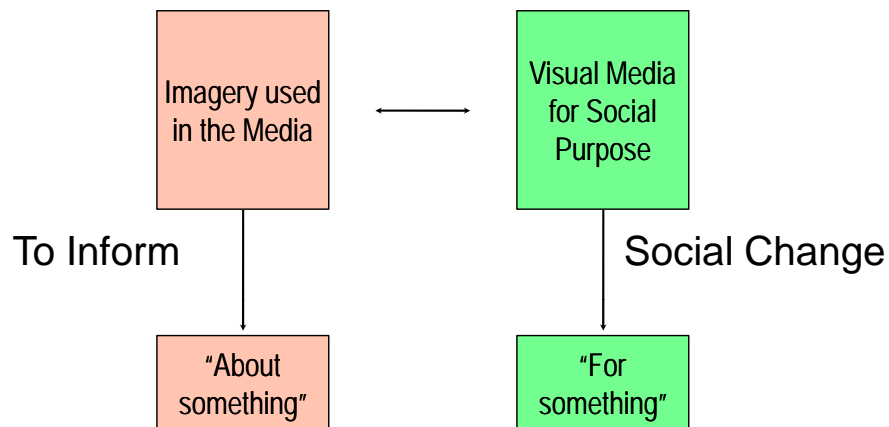
**Activities**

Intensive Visual Media Training  
collaborative production cycles.

**Locations:**

At present OVP is working in: Philippines, Sri Lanka

## Advocacy Video



## Intensive Training Include:

- Visual Literacy
- Video Advocacy Strategy
- Production skills
- Post production skills
- Mini-productions



## SRI LANKA PROGRAMME

- The first intensive training(13-days) was held in February 2010
- 20 participants from 12 organizations participated for the event from which all with the exception of 3 had no prior experience in video camera.
- The participants successfully created 5-mini productions which were screened at ICES auditorium
- These mini productions were all planned shot, and edited within 4 days.
- The advance training programme will be held in 5-10 July for the same participants

## Production Skills



## Post Production Skills



## Mini-Productions



## Collaborative Productions

OVP has 4 collaborative production partners during the first cycle.

- Women & Media collective
  - MONLAR
  - Stromme Foundation
  - Born Free Foundation
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- OVP will select 4 more partners in July for the 2<sup>nd</sup> production cycle.

## Field Screening/ Distribution Strategy

- Production partners are planning on conducting field screening along with CBOs supporting their cause of action
- OVP collaboratively will seek support in distribution regionally and internationally