

MOJO MANUAL

INTRODUCTION

Video Volunteers is a non governmental organisation working in the fields of media and human rights. It was founded in 2006 to enable marginalised communities to raise their voices for social justice. IndiaUnheard is the primary community news network run by Video Volunteers. IU operates on the shoulders of community correspondents who have come from some of the marginalised communities and socio-economically backward districts in the country. At present, 200 community correspondents from 18 states in the country are part of this network, having produced more than 5000 videos. These community correspondents report on issues that people in their districts are currently facing as also how the correspondents have helped community members to solve those issues. These videos inform viewers about relevant government schemes while also inspiring them to contact relevant government officials so that they can contribute to solving the problem at hand. The IU network plays the important role of acting as a communication channel between affected communities and relevant government officials. Additionally, the network enables different communities to learn from one another's challenges.

Video Volunteers is trying to make use of mobile journalism as part of its community media operations. As part of this, VV is also trying to popularise the concept of mobile journalism among NGOS, mass movement organisations and students.

The **main aims** of VV's mobile journalism program are-

1. To share community media information with NGOs, mass movement organisations and students
2. To introduce the foundational principles of journalism-why are community voices important?
3. How to ensure institutional transparency and accountability via mobile journalism?
4. How to unite the community and strategize towards change making through video screenings?

JOURNALISM BASED ON MODERN TECHNIQUES

Citizens Journalism - Community media is media run for the people, of the people and by the people. The problem is reported on by those who are connected to it, that is, the journalist is not a visiting member of an external organization, but the citizen is the reporter.

Mobile Journalism - New communication techniques being used have brought about considerable change in journalism in the past 10 years. Easy access to smart phones and internet have enabled the growth of mobile journalism.

Smartphones have changed not just the way people communicate, but have enabled easier

access to quality photography, videography, photo and video editing. Moreover, these pocket machines have made the process of publishing and sharing news more convenient too.

Mobile journalism enables journalists to travel easily from one place to another, without having to carry big cameras or machinery required for editing. News can be shot and edited on mobile phones and shared with people throughout the world by using social media.

What Skills Are Required for Mobile Journalism?

- Ability to operate an Android phone
- Ability to use internet on Android phone
- News sense and ability to pitch news stories
- Photography
- Videography
- Photo and video editing
- Knowledge of social media usage

Mobile Journalism Process

- 1-Plan (story angle, who are the sources for the story, where, what, when, how and why, possible shots and script)
- 2-News Gathering (search-how and why, looking for sources, looking for issues and verifying them शोध)
- 3-Shooting, Scripting and Editing-Video or photo shoot, interview, captions for photos or script for video/piece to camera/call to action, photo or video editing, final photo or video story output
- 4-Publishing on media platform-social media or TV

What Issues Can Be Raised Via Mobile Journalism?

- Mobile journalism can be useful for NGOs and mass movements. How can mobile journalism bring about positive change in society, what issues will it be most effective in raising?
- Video (Govt. Grievances)-Those issues that pertain to grievances regarding government schemes, violations of the law, abuse of entitlements and similar problems should be raised.
- Evidence based video- Evidence based videos is the most effective way to use mobile journalism. Such videos where visual testimony/evidence is important, like neglect in medical institutions, untouchability, corruption, forced evictions, police atrocities, caste based violence, poor resettlement facilities, natural disasters, protests.
- Lack of Basic Infrastructure videos - Lack of basic amenities like no building in a school,

no street or street in poor condition, hospitals in poor condition, no bridge, etc.

Mobile Journalism Toolkit

Mobile Journalism is known as MoJo. What equipment/tools should a mobile journalist have?

Hardware

1. Phone or tablet- Android's new OS(Operation System-Lollipop or later)
 - Memory-RAM 1-2 GB, ROM 8-16 GB.
 - Camera-HD or FHD 1080
 - Internet- Wi-fi, Sim (3G/4G), Dongle (OTG)
 - Display - 7" or 8"
2. Tripod along with clamp
3. LED Light (alternator)
4. Microphone-3.5 mm with audio jack (alternator)

Software (applications)

1. Video shooting (Cinema FV-5) and/or the camera app that your phone comes with
2. Audio recording (Easy voice recorder pro) or the phone recorder app inbuilt into your phone
3. Video and photo editing (KineMaster or PowerDirector)
4. Facebook and Whatsapp
5. Dropbox

MOJO/Evidence Video

1. What is MOJO Video/Evidence Video?

Evidence video is directly related to evidence, it asks straight questions like how have laws and offices been abused and what is the evidence related to these. Evidence videos can be made in 2 ways. These are revelatory stories in a way.

- Photo story
- Video story

2. Why is MOJO Video/Evidence Video Important?

- We want to do expositions
- To make governmental institutions more transparent and responsible
- To tell stories of those people who are on the margins and not a part of the mainstream
- To raise awareness among audiences so that they may bring about change

- To make people aware of the law and their rights
- We are in the age of technology where mobile and internet revolution is at its peak

3. What are the main elements of MOJO Video/Impactful Evidence Video?

Elements of Evidence Video

- **Issue**

Possible Issues for MOJO Video/Evidence Video

- Negligence in medical facilities
- Untouchability
- Corruption
- Forced Eviction
- Police Torture
- Caste based Violence
- Poor resettlement facilities
- Irregularity in government laws

- **Witness or Evidence**

What all can be akin to witness or evidentiary footage?

- Photograph of evidence related to the incident or issue
- Video of evidence related to the incident or issue
- Interview of the community
- Testimony of injuries or the injured person
- Paper documents

- **Emotional Story**

The story tells us who I am, who are our people, what conditions are these people living in, because these are all linked to society and hence, have the ability to touch people's hearts.

- **Powerful Script (Anchor and voiceover)**

The script is very important in case of the MOJO video. A powerful script is necessary to present the story in an impactful way. Important elements of the script are:

- **Voiceover**
- **Anchoring**
- **Music**
- **Exact information**

Precise information, particularly figures and statistics are very important in an evidence video. Research on information related to the video and verification of that information

makes the story more authentic.

4. **MOJO Video**/Evidence Video Challenges

- Picking the right issue
- Presenting the issue in the appropriate manner
- Finding evidentiary photographs and videos
- Editing and presenting the story in an impactful way so that a human connect can be established with the story

5. How to make **MOJO Video**/Evidence Video?

- Determine what your story is.
- Collecting photos, video footage, interviews and information related to the issue
- Script
- Edit note
- Record voiceover and anchor recording
- Editing-editing software
- Screening or publishing on social media

6- How to use **MOJO Video**/Evidence Video for social change?

Start with your own community

Screening your films for your community helps in getting their support for the causes being espoused as also in starting conversations about the issue among different communities. These films and conversation inspire community members to take action.

Try and convince those who are supposed to be responsible for initiating change|Try and estimate the challenges.| Strategize to deal with the challenges.

The one responsible for initiating change is that person with whose action the issue being raised in your video can move towards resolution. Usually they are:

- Government officials or heads of department
- NGO heads or workers
- Social workers
- Panchayat head or members of panchayat

You should strategize so that you are prepared to face the problems you think you will face. It is possible that your strategy presents further challenges. So, you will have to write down your strategy and then think about what challenges you could face in implementing your strategy. For example:

Your Strategy: Showing your video to the district collector.

Challenge to this Strategy: The district collector may not give you time to meet as according to

her/him, it is not important to meet you.

How to deal with this challenge : Show your video to a known NGO's head or to the Sarpanch and ask them to take this video with you to the district collector.

Continue this process of strategizing and thinking of how to counter possible challenges until the future steps to be taken become clear.

Call to Action (CTA)

Call to action will force your viewers to take some steps to solve the issue at hand. You need to try and inspire them to join the campaign.

- We want the viewers/society/community members to solve their problems themselves
- Try and inspire the viewers/society/community members to take action and to do so, you will need to resort to various strategies.
- It is not enough to just raise awareness. People need to be instigated to take action. The main job of the CTA is to show people the right action to take.
- In the CTA you need to mention what kind of change you want and which government official is responsible for being able to bring about that change. You need to list that official's name, contact number and position of office.

The main mantras of journalism

The main mantras of journalism (5W1H)

Traditionally, a news story is said to be complete when it can answer or sufficiently address the questions of who, what, where, when and how with regard to the issue at hand. These may be remembered as the 5 W's-who, what, when, why, where and 1H-how.

Ordinarily, the structure of a news story consists of:

- Introduction to the issue (what)
- Necessary information (who, how)
- Descriptive information (when, where)
- Background information (why)

Research- Research is very important in journalism-the better your research, the stronger your story. It is important to research on the following:

- What is the issue at hand?
- What is the law or government scheme connected with the issue?
- Which law or government scheme has been violated?
- Information related to the issue and law/scheme
- Search for sources of information connected to the issue

- Story of the character connected with the issue

Photo Story

Main elements of a photo story:

- Photo
- Caption
- Information/Statistics and figures
- Music
- Voiceover

Research for the photo story-

- For onlocation photos (on the issue, on characters connected with the issue, issue related evidence, on the community affected by the issue)
- On the character's story (the story of the person/persons most affected by the issue)
- What is the law/scheme related to this, how has it been violated
- Information related to the issue
- Call to action
- Name and number of the relevant officer

Main elements of the video story:

- Visuals - b-roll and cutaways
- Interview - character(s), community, and relevant government official(s)
- Key information, statistics and figures
- Audio- P2C and Voiceover
- Call To Action

Capture the following in the camera:- Issue, Evidence, Affect, Those Affected, The Environment, Location, Response Thus Far.

If You Wish To Make Your Story Better:

Time Limit: Keep only 7-10 photos in the story. The story should not be longer than 1 minute.

Signature Photo: One photo-on seeing this photo it becomes clear what your story is about.

Decisive Photo: A photo which gives a broader meaning/context to your story

Think Carefully: Think carefully about the first photo of your story, last photo of your story, the title of your story.

Research: You should know about the issue and location beforehand.

Prioritize: Do not think about taking a photo of everything. Prioritize and plan the kind of photos you wish to take.

Focus: Stick to one main issue for a given story.

Tips

- Try to avoid staged photographs. Take live photographs and try to be speedy. Try and take photos as though you are invisible, that is, your presence should hardly be felt.
- Try to capture emotions in the camera
- Photograph the most important and relevant things
- Try and take photos from different angles
- Keep irrelevant things out of the frame
- Make use of the rule of thirds

Video Story

Research for video story -

- Visuals of the issue, location, character (s) (on the issue, on characters connected with the issue, issue related evidence, on the community affected by the issue)
- On the character's story (the story of the person/persons most affected by the issue)
- What is the law/scheme related to this, how has it been violated
- Information related to the issue
- Call to action-Name and number of the relevant officer

How to create a video story?

- Choosing the issue-What is the issue at hand and what evidence do you have about it?
- Research-collecting evidence, finding out which government scheme/law this issue is linked to, collecting relevant information/figures and statistics.
- Preparing questions for interviewing character(s), community members and government official(s).
- Preparing a shooting plan (we will not be shooting everything). The video is supposed to be 2 to 2.5 minutes long so it is very important to have a shooting plan in place.
- Asking for permission and taking your time with those you will be interviewing
- Writing the script

How to interview?

- Decide upon the aims of the interview(s)?
- Prepare the questions
- Ask precise questions to try and get short and crisp answers
- The interview must contain mention of the law/scheme that is being violated

How to write the script?

Two parts of the script- Anchor or P2C and voiceover (try to ensure that your video story is complete with the visuals and interview(s) so that you do not require a P2C and voiceover)

- Anchor or P2C - (beginning) - Stating the issue in a line (Who, When, Where, Why)
- Anchor or P2C - (end) - Your demand(s) and Call To Action

- Voiceover- State which law/rights are being violated due to the issue.

Pay attention to these 6 questions and try and capture them on camera:

What: Take 5 photos of the issue from different angles in sequence. The issue should be clearly visible.

When: You can make use of captions for this.

Where: Establish the location. Shoot the environment from different angles. Take establishing shots of the name of the place, signboard, etc.

Who: Main character(s). Shot(s) that establish what the character is going through, shots of the character doing something in a group, close up shots to show facial details of the character, shots of the character in her/his environment.

How: If you are present during the incident, then take photos/footage in sequence. Try and write captions that explain how the issue has affected the character(s).

Why: If there is any direct evidence like documents, then take their photographs or make use of them in text.

Capture the following in the camera :- Issue, evidence, those affected, the environment, location, the response thus far.

KNOW YOUR TOOLS/EQUIPMENTS:

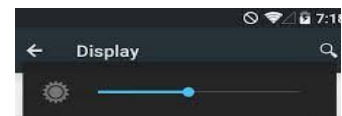
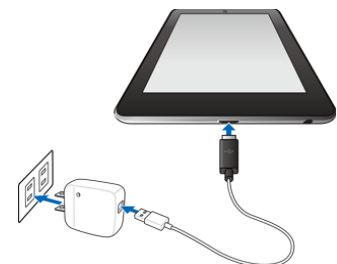


What all should be there on your tablet/phone?

- Android’s newest OS (Operating system- Lollipop or later than that)
- Memory - RAM 1GB, ROM 8GB
- Camera -HD or FHD 1080
- Internet- Wi fi, Sim, Dongle
- Display - 7" or 8"

Charging







- You can charge your tablet with the echarger. You need to connect the charger to a plug point on one end while the cable of the charger needs to be connected to the tablet. In this way, you can charge your tablet using electricity.
- Switch on the electric switch/switchboard.
- Read the manual that comes with the phone/tablet.
- Try and save the phone/tablet battery. You can save the battery by reducing the brightness of your phone. You can



reduce the screen brightness by going to the settings of your phone.




- You can charge your phone/tablet with a power bank. Power banks are easily available at any mobile store.
- Do not install unnecessary applications on your tablet. This can also help in saving battery.
- Use your phone/tablet battery judiciously.

How to record a video with your phone/tablet?

- Always keep your tablet or phone horizontal. 
- Press the on button to switch on  your tablet/phone.
- Go to the main menu.
- Click on  the camera icon.
- Keep the camera  on video mode.
- Go to camera settings and select HD or FHD as the video quality.
- Press  the record button to start recording. Press the same button again to stop recording.
- Keep your tablet/phone still while recording so that you can take steady shots.
- Do not use zoom in/zoom out, pan or tilt. Frame your shot well and shoot.
- Press this button to go back to the main menu. 

How to play back on and delete and transfer footage from phone/tablet:

Playback

- Go to the main menu and select gallery.
- Select the video and press the play  button. To stop playing the video, click on the stop  button.
- Press this button to go back to the main menu. 

Delete

- Click on the video file and keep it pressed till the file is selected. Go to the option menu,

select delete option and click okay.

You can transfer files via your USB cable or Bluetooth. You can also share video files via file sharing applications like SHAREit.



USB cable

- You can connect your tablet/phone to your laptop/computer using the USB cable.
- Select the media transfer option on the phone/tablet. Your device is ready for transfer. Now keep your phone/tablet away and using your computer/laptop, go to that location on the tablet where your video file is stored. Using copy-paste option you can transfer the video file to the desired location.



How To Use the Tripod?



You can take steady shots by using the tripod.

PHOTOSTORY FORMAT (Example)

1) First of all, start with your character's story



2) Establish what the issue is and which place it is affecting



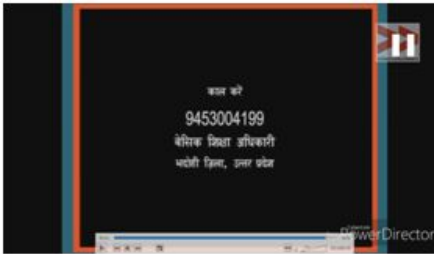
3) What are the provisions of the law/scheme and how has it been violated?



4) How did the community try to solve the issue and why does it still persist?

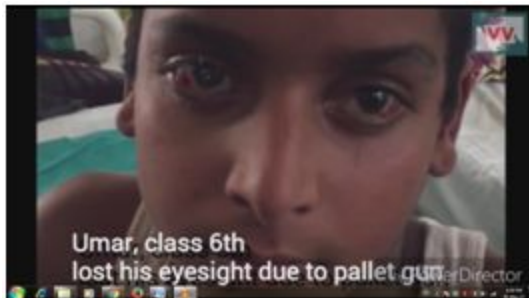


5) Appeal to viewers and Call To Action



VIDEOSTORY

1) Introduction to the character and issue (using text or voiceover)



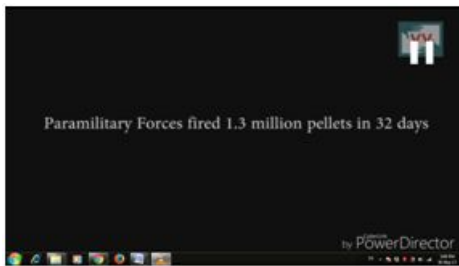
2) Effect of the problem (interview)



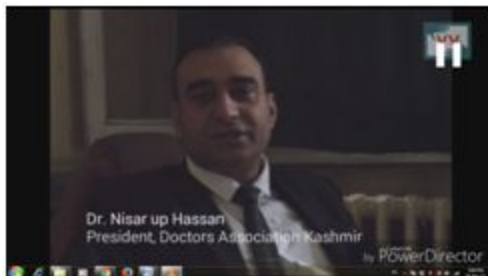
3) Interviews of other affected persons



4) Figures and statistics (text)



5) Interview of expert on issue/relevant government official



6) Other evidentiary footage/photos related to the issue



Example 2-

1) Establish location and text (Using P2C or voiceover or text)



2) Introduction to the character and her/his interview regarding the issue (voiceover or text)



3) Which scheme/law has been violated? How are people's lives affected by the issue? (Voiceover or text)



4) What have people done to try and solve the problem? Interview



5) Appeal and Call To Action (P2C or Voiceover or Text)



IMPACT (Photostory)

1) What was the problem?



2) What did the community correspondent do?



3) What change was brought about? How many people have benefited?



PUBLICATION

All community correspondents should have Facebook and email accounts. If possible, you should get a data plan and an ordinary smartphone so that you can share your video(s) on your own Facebook page. You need to share your video and photo stories on your state's Facebook page.

The better your videos, the more likelier they are to be seen. So try and make your videos as good as possible!

Facebook-

Facebook is a social networking application which you can use from your phone or tablet. All states will have Facebook pages and you will pitch your story ideas as photo or video stories on these pages.

How to use Facebook-

- First, you need to create an email account.
- After this, you can sign up on Facebook, that is, you can give your basic information and open an account on Facebook.
- After making your account, search for people you know using the search option and send them friend requests. The more the people on your network, the greater will be the reach of your news story.
- Go and like your state's Facebook page and share your video on this page.

What is your state's Facebook page ?

In all states having VV community correspondents, there will be a Facebook page named after the state.....followed by Unheard. All community correspondents need to actively work towards promoting their state Facebook pages so that they can have the maximum reach.

Who will operate the state Facebook page?

- The state coordinator for the state
- Members of the communications team at the Goa office

Who all can post on the state Facebook page?

All community correspondents from the state

What should I do as a community correspondent?

Post your video with a small message on the state Facebook page. Send a Whatsapp message to your State Coordinator saying that you have shared your video on the Facebook page. If you work actively on the state Facebook page, then you can also be appointed an administrator of the page in the future.

Other than the video, what else can be shared on the state Facebook page?

- Video in which you are trying to bring some change
- Photos-Photos of your area that talk about your area, stories that are connected with your local community.
- Stories from the field, anecdotes, photos.
- You can write about yourself-who are you, what do you do; you can ask people about problems they face in their localities. For example-My name is Shanti, I am working as a community reporter in the district, I work on issues like electricity, water, health. If you have any story/issue and require my help with the same, do get in touch.
- Impact video
- You can post on our content on the FB pages of other organisations that work on similar issues
- Local newspaper clippings related to development issues.

Miscellaneous Suggestions -

Ideally post 1 post a day; do not put up more than 3 posts on any day.

Write in your own language (language that you are fluent in)

Write in easy and concise language.

Write your posts in a casual tone, like a friend, rather than writing them like an expert.

Your post should contain accurate information. This is important. Remember that you are representing Video Volunteers.

Whatsapp -

Whatsapp is a social networking application. Using this on our mobiles, we can exchange messages, photos, videos or/and audio files.

Video Volunteers is trying to ensure that all IndiaUnheard community correspondents are active on Whatsapp.

How to use Whatsapp -

All community correspondents play an important role in Video Volunteers' IndiaUnheard network. It is important for all CCs to be active on Whatsapp. VV India and state Whatsapp groups have been made. It is important to use these groups in a meaningful manner.

All community correspondents need to be a part of these Whatsapp groups.

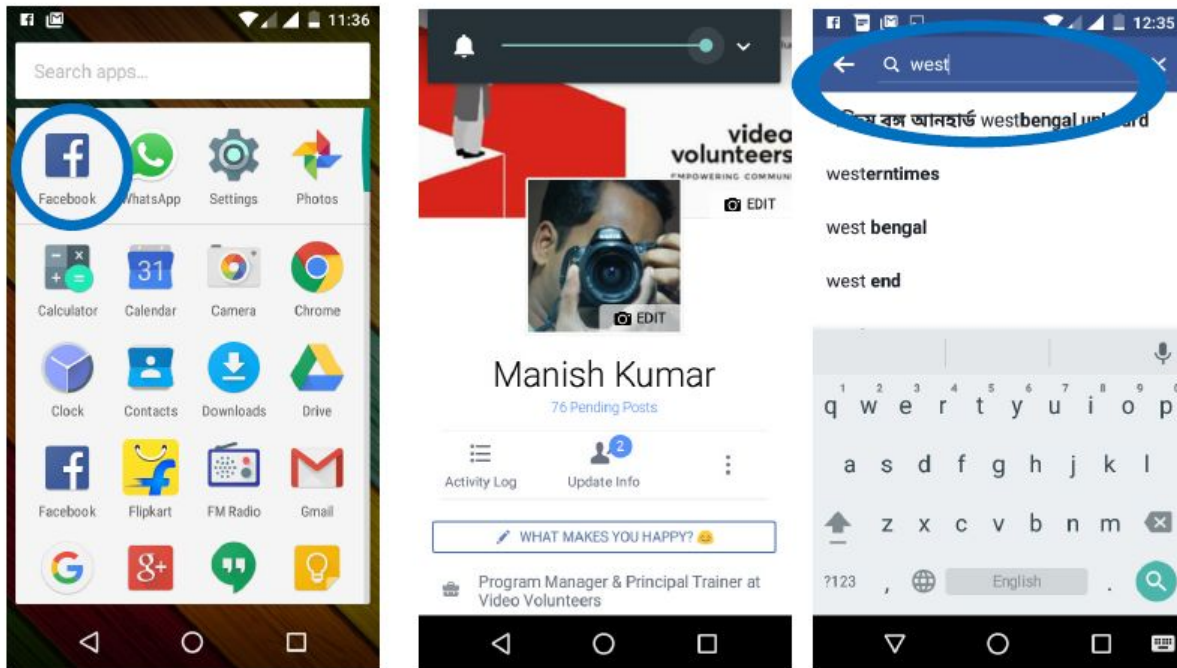
- Share socially relevant messages on these groups
- Share stories made by State Coordinators and CCs
- Sharing or asking for information related to laws and/or government schemes
- Important stories for which you require inputs of the Training and Mentoring team
- Share photos of trainings/video screenings you held during your field work

Different Whatsapp Groups

VV All India Group and State Group- Along with information about activities in the state and country, share important stories which SCs or CCs are working on, or some information if important change(s) have been brought about by a video.

* Do not share personal messages like 'good morning', jokes or anecdotes or personal photos on these Whatsapp groups. It is all of our responsibility to ensure that these Whatsapp groups remain relevant and useful.

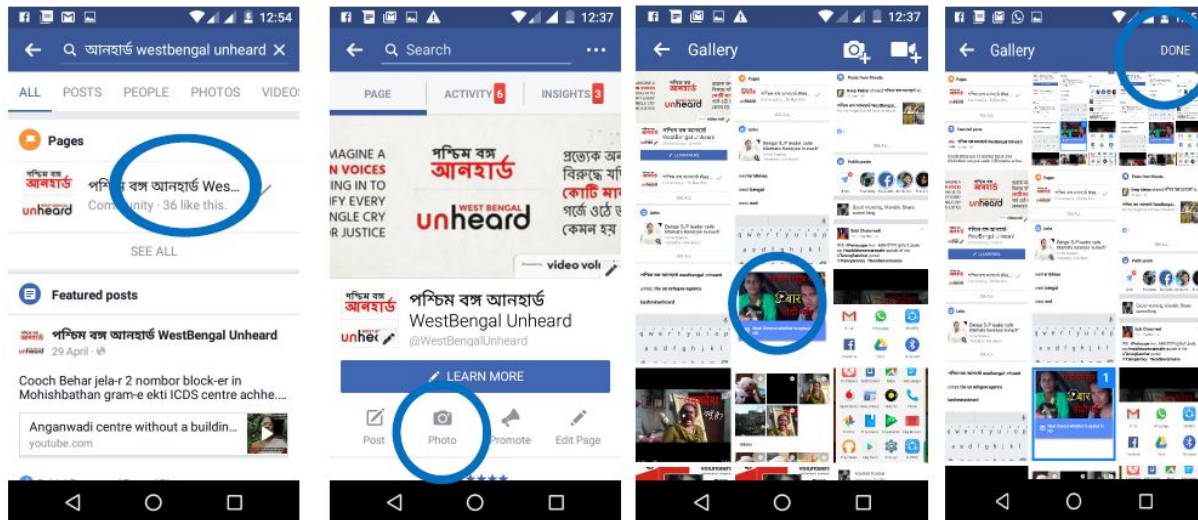
How to post your video on State Facebook page



Open Facebook on your phone

Your account will open.

Search for your State Facebook page in search bar.



Click on the state video Facebook page.

Select the photo option and select your video from gallery. It will start uploading.

Click on 'DONE'.