

Firelight Newsflash! 20 April 2009 - Training for Transformation Chapter 2, Photo and Media Policy

Training for Transformation: A Handbook for Community Workers, Book 1, Chapter 2: Survey for generative themes (Part 1)

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In last week's Newsflash we shared with you the first portion of a 3-part book, entitled "Training for Transformation," a book based on the theoretical work of Paulo Freire. It is a methodology for community development that was developed in sub-Saharan Africa in the 1970s and 80 to inspire us and to help us all reflect on how we can raise awareness that mobilizes local initiatives and human and material resources to meet the needs of vulnerable children and families. This week we begin Chapter 2: Survey for generative themes.

Survey of community themes

Paulo Freire method- People listen with a clear idea of what they are listening for

- A key to discovering the feelings of the community is listening.
- *Only* on issues that people feel most strongly about will they be prepared to act

When listening and in asking questions think about:

What are people – worried about?

- Happy about?
- Sad about?
- Angry about?
- Fearful about?
- Hopeful about?

Your organization can conduct a survey to find out what the deepest feelings of your community members are, but instead of creating specific questions beforehand, in this survey, members of your organization listen to mainly unstructured conversations. It is important that people feel relaxed, so they feel comfortable to talk about the things they are most concerned about.

Using *Maslow's Ladder of Human Needs* for your listening survey

The five basic human needs are:

- 5) Personal Growth
- 4) Self-Respect
- 3) Love and Belonging
- 2) Safety and Security
- 1) Physical Needs

First listen for all the themes that relate to meeting the physical needs.

When you have listened for physical needs, listen for the **5 basic human needs**.

Compare what you hear with others. What needs are most important? Are there different themes coming out or being discovered?

Another survey can be done using the six areas of life

Areas of Life to be covered:

- 1) Meeting basic needs. Food, clothing, shelter, water and health
- 2) Relationships between people. Social relationships between men and women, husbands and wives, parents and children, workers and owners, and community and family rituals.
- 3) Community decision-making process and structures. What are the rules? Who makes them? Who enforces them? How do people feel about decisions being made?
- 4) Education and socialization. Schooling and traditional education.
- 5) Recreation. What do people do to relax and enjoy themselves?
- 6) Beliefs and values. Religion, rituals, rites, basic values and beliefs.

Listening Situations

Your organization staff and volunteers can find ways in which they can listen to discussion of the community without manipulating or embarrassing them.

- Market places,
- buses and trains,
- washing places,
- hair dressers,
- homes
- the times before and after public meetings,

- bars, etc.,

can all be places to listen. Sometimes it is also good to let people know that your organization is trying to prepare materials or make/change programs and get their full cooperation. The survey is not a secret.

Say Cheese! Photo and Media Rules

Does your organization have rules about taking pictures or doing interviews? Pictures are often taken at events or at parties. Most of the time these pictures are only going to be used by the organization, but if any picture are going to be shared with the public, then your organization might want to consider making a photo policy or rules.

The main thing to remember is:

Are these pictures/interviews/recordings meant for **private** or **public** use?

Private- To be used just for your organization, or for a visitor to remember

Public- To be used for a poster, in a newspaper or newsletter, etc. If the pictures are meant for public use then you should get permission (verbal or written*) from the person being photographed or interviewed. If a child's picture is being used publicly then you should get permission from the child *and* the child's caregiver.

* Verbal consent is when someone *tells you* that they agree to have their picture taken. Written consent is when people *write down or sign* a form to agree to have their picture taken. In many cases a verbal consent might be enough, but in some cases, especially if a picture or interview is going to be seen by lots of people, having a written consent is a good idea for a record. *In any case always make sure that people know what they are agreeing to.*

Attached is an example of a more formal photo consent form, but your organization can decide what you need.

Because we all need to be reminded of the good news every now and then:

<http://www.africagoodnews.com/>

PHOTOGRAPHIC/FILM/MEDIA CONSENT FORM

We are from the organisation (your organisation) which runs this centre. Sometimes we need pictures, film or other recordings of the children, staff, volunteers or families to be able to tell other people about our work in the community. We would like to have your permission to take pictures, film or record an interview (of) you and/or your children. All pictures, film, recording, etc., will belong only to (your organisation), and no one outside of (your organisation) will have the right to copy or use any of these materials without the permission of (your organisation). Please sign below if you want to give us permission for you or your children.

Yes, I have read the above paragraph, and **I agree to allow (your organisation) to take pictures, film or record me or my child(ren)** for publications, exhibitions and/or fundraiser, television, radio, electronic media and/or the Internet. I understand that (your organisation) will solely own the copyrights to these materials for use worldwide. I understand that I will receive no payment for my participation.

**If you are not comfortable with one of the things listed above (for example you do not want to be filmed, but you are ok with having your picture taken) please write that in the 'COMMENTS' section.*

Name (please print)

Name of Parent or Caregiver (Only for Children)

Signature of Participant

Signature of Parent or Caregiver (Only for Children)

Location and Date

Comments:

