

Concept preparation for the Conduct of Girls video Training

Background

The YMCA CPS continues to strengthen communication platforms, engaging the youth public in raising their voices to promote Non- violence actions while focusing on campaigns, civic engagement and training in gender mainstreaming and safe guarding. In 2020, the program upgraded the Gbarnga YMCA radio to a youth peace radio; reaching hundreds of young people and community members daily with youth friendly, conflict sensitive reporting and programs. The CPS continues to provide support to the overall operation of the station.

Activity planned

In furtherance of the above, the YMCA CPS Program has planned an intensive Hands-on-Training in video production for girls and young women on prevalent social issues of concern surrounding Gender mainstreaming and Safe Guarding, women participation in decision and non-violent actions. The video training will equip participants on how to tell compelling story through short compilation of video, documentary and multimedia promotion. This will enable them contribute to the YMCA Social media strategy and increase visibility online. Meanwhile, this activity is a tool to accomplishing Process Indicator: #3 Young women and girls have developed the “agency” to participate in decision making at community.

Duration&Location: September 26-Oct.7, 2021. The training is to be held at the YMCA Camp in Todee.

Objectives:

- Develop skill and expertise for creative publication
- Build Capacity on video production
- Acquire skill to develop creative ,short and catchy videos for online campaigns
- Learn technical approach to Photography
- Building a brand that promotes Peace messages and attract followers

Methodology

The YMCA is in contact with NAEL (Media Campaign for social change Project in Liberia) a Film making group that has also worked with the Ghana YMCA in film making; this group will facilitate the video production training with the girls. At the start of the training, the training will be a TOT for NAEL Facilitators and trainees on YMCA CPS and providing clear objective of the training and

overview of the CPS Program. This strategy is intended to direct the training in a way that contributes to achieving of this process indicator.

Recruitment of participants will be done in (Montserrado, Bong, Margibi and Nimba). A call for application will be shared with the Branches with clear criteria for selection and participation. The YMCA CPS team will work with the Branches to identify how they intend to engage the participants to support and brand their local publication upon completion of the training, build a Branch level communication volunteer team that is supervised by the BC and publication content managed by the Communication officer. The team will join the upcoming Campaigns at the local and National levels to promote actions against GBV and undertake other social media action through video, peace messages.

Outcome

Young women and girls are empowered with technical skills to produce smart and catchy video that promote peace and build a brand on in the social media sphere

Passionate about advocacy on gender equality and women participation in decision making

15-30 years Liberia residing in Montserado, Margibi, Bong and Nimba

High school and above

Have a smart phone and an active presence on social media

Willing to volunteer with the YMCA Local Branch or local youth council

Passionate about supporting the YMCA activities through social media campaigns on peace and social issues

Willing to replicate knowledge acquire from training

Branch Level Recruitment:

Nimba----- 3 females

Bong-----3 females

Margibi-----4 females

Montserrado--- 5 females

Recruitment opens for CPS Young women and Girls Video Production Training

Background

The YMCA CPS Program has planned an intensive Hands-on-Training in video production for girls and young women on prevalent social issues of concern surrounding Gender mainstreaming and Safe Guarding, the video training will equip participants on how to tell compelling story through short compilation of video, documentary and multimedia promotions. This will enable them contribute to the YMCA Social media strategy and increase visibility online thereby promoting awareness on non-violent. Meanwhile, this activity is a tool to accomplishing Process Indicator: #3 Young women and girls have developed the “agency” to participate in decision making at community.

Location: YMCA Camp Todee

Duration: September 26-October 7, 2021

Requirement

Passionate about advocacy on gender equality and women participation in decision making

15-30 years Liberia residing in Montserado, Margibi, Bong and Nimba

High school and above

Have a smart phone and an active presence on social media

Willing to volunteer with the YMCA Local Branch or local youth council

Passionate about supporting the YMCA activities through social media campaigns on peace and social issues

Willing to replicate knowledge acquire from training

Send in your application to application@ymca.org.lr / or at your local YMCA Branch in your location.