

SKILLS AND QUALITIES OF MOVEMENT MEDIA MAKERS

A movement media maker strives to be...

Connected and committed to people's struggles

Movement media making is a contribution to the larger work of building a future where poverty and oppression are distant memories. Not just for ourselves, but for our communities and our world. As movement media makers we are not "objective" outsiders documenting the actions of others, but instead committed participants, leaders, and fighters with a personal stake in creating a better world.

Politically grounded and informed

In struggles for justice, our strategies for communicating are driven by movement strategies for organizing. To do this effectively we need to learn from the experience of freedom fighters that came before us, understand the hidden dynamics of the systems that reproduce injustice around us, and stay up-to-date about current events and new developments.

Accountable to building power collectively

Our work is part of a collective process of organizing and strategy, and is not only a platform for personal self-expression. As movement media makers we tell stories in a way that respects and strengthens communities that are organizing for their rights - from planning, to production, to distribution.

Technically skilled

Our movement should look good. We may not have Hollywood's budget, but we can go toe-to-toe with the best of them when we know how to use new technology to its best potential. As movement media makers we always go the extra mile to make our work look and sound better. As technology changes, we stay ahead of the curve on new methods for creating and disseminating stories.

Able to craft winning narratives

Every day we are bombarded with stories that tell us to feel powerless, alone and hopeless. We need new stories that make us feel powerful, hopeful, and connected. As movement media makers we must understand our audience and know what messages will have a lasting impact.

Lifts up community arts and culture

Every community's cultural practices are an important source of power, connection, dignity, and leadership. A song, a poem, or a work of art can move people in a unique way. As movement media makers we incorporate this power into our work. Cultural practices allow us to speak to whole communities and whole people in our stories, to reclaim our traditions, and to break barriers and stereotypes.

Emotionally intelligent

At its core, our work is about building relationships between people. Just like any skilled organizer, we are communicators who can build positive relationships with a diverse range of people. Knowing that many of the people whose work we document have had negative experiences with mainstream media, we are willing to turn off the camera if doing so will build a better relationship with a key ally.

