

TIP SHEET FOR ADOLESCENTS AND YOUTH* ON PARTICIPATION IN PRODUCING AUDIO OR VIDEO RECORDINGS

*Note: Tips below refer to adolescents but are intended to cover both adolescent and youth participation.



Introduction: This tip sheet provides suggestions for adolescents to support meaningful participation in producing audio or video recordings. This may include adults interviewing and showcasing adolescents in audio or video formats, as well as supporting adolescents to produce their own audio or video recordings. If you are in full control of the audio or video production process, you have more freedom to follow the tips you consider relevant. If you have been invited by adults to produce an audio or video recording, you can negotiate with the organizers to request information and to have a say on the various points described here.

This tip sheet is one of a series designed in collaboration with adolescents and youth to support their meaningful

participation in specific activities. The tip sheets build upon UNICEF's 'Engaged and Heard!' guidelines for adolescent participation and civic engagement to ensure adolescents have space (opportunity and information) to freely voice their opinions to relevant adults (audience) who seriously consider and act upon their views (influence) [Lundy's model].

Suggestions are guided by nine basic requirements developed by the Committee on the Rights of the Child (2009) to ensure ethical and effective participation of adolescents that is: i) transparent and informative, ii) voluntary, iii) respectful, iv) relevant, v) adolescent-friendly, vi) inclusive, vii) supported by training, viii) safe and sensitive to risk, and iv) accountable.

BEFORE starting the audio or video recording

- ✓ **Ask questions to find out more.** If you decided or have been asked to produce an audio or video recording, ask questions to find out more to determine if the opportunity is relevant to you and your interests. Make sure you have clear information about the potential roles of adolescents to inform your voluntary participation.
 - What is the intended purpose of the audio or video recording? Is there already an intended audience?
 - Do adolescents have freedom to decide what the audio/video is about, or are there limits to the topic you can choose?
 - Can adolescents be involved in each stage of the process of planning the audio/video recording, editing, and dissemination?
 - Are there ways to protect your identity in the recording?
 - What is the time frame to produce the recording?
 - Will any training, support or access to equipment be provided to adolescents?
 - Will there be any compensation for logistics or other costs (For example, will internet costs be covered?)
- ✓ **Identify ways to support inclusive participation, involving marginalized adolescents who are most affected** by the topic of the audio/video recording. You may want to consider:
 - Encouraging the organizers to invite representatives from other marginalized groups.
 - Consulting with your wider network and/or other adolescents from different backgrounds to help bring different perspectives.
 - Promoting election of representatives from adolescent-led groups, with opportunities for diverse representation (considering gender, age, race, ethnicity, abilities, etc.).
- ✓ **Define your goal and prepare your story.** Decide the main story for your audio or video. Wherever possible, meet with other adolescent representatives, peers or allies to:
 - Discuss and prioritize your most important issue/problem/solution.
 - Explore and analyse the causes of the prioritized problem and potential solutions.
 - Identify the most important message(s) you want to convey through your recording.
 - Identify real stories that illustrate your priority and message(s), as people often are more ready to act when they hear persuasive and emotive stories. But think about how to protect individuals' privacy and identity, if necessary.

✓ Identify the audience and tailor messages.

- Identify the audiences you most want to influence through your recording and why.
- Consider if there are other allies you would like to reach.
- Think about how you can tailor your story and messages to most effectively reach your specific audiences. What sort of format, style, or message may work best? Choose the best message and messengers that are most likely to motivate your audience to take action.

✓ Influence decisions about your preferred format. Consider the advantages and disadvantages of audio or video. For example, audio recordings may protect people's anonymity, but videos may be more engaging and reach a wider audience.

✓ In collaboration with organizers, assess potential risks and discuss and prioritize ways to keep safe when being part of audio or video recordings. Make sure that you:

- Receive information about the audio or video and that it is shared with your parents/guardians, if appropriate. If you are under 18 years old, you will need informed consent from your parents/guardians to participate.
- Have enough information, time and space to freely decide if you want to participate in the audio or video recording. Be aware of what your rights are in terms of withdrawing if you change your mind and do not want your audio/video recording to be used.
- Know who to contact if you feel uncomfortable, unsafe or unwell during the production process.
- Carry contact details of the project liaison and emergency services if you are away from home.

DURING the audio or video production process

✓ Seek guidance from professionals on audio/video interview and production technical tips:

- If creating a narrative piece or public service announcement, plan ahead so you can tell your story with a beginning, middle, and end.
- Try to shoot videos in places where there is good lighting.
- Avoid recording in a noisy place.
- Consider using an external microphone for better quality.
- Keep the camera steady.
- If interviewing subjects, ask them to look at someone standing at eye level with the camera lens.

- See tip sheet on participating in interviews if you are the interviewee.

✓ Edit for a short, focused and engaging recording. Record your stories focusing on the main problem, key solutions and key asks (what you want your audience to do). Edit to make the audio or video short and engaging. Ensure that you have an engaging start to get people's attention and a powerful end to inspire action.

✓ Choose the right times and places to share your recording to reach your audience. If it is safe enough, use social media to share recordings with a wider audience. Consider adding subtitles in other languages to reach wider audiences.

✓ Prioritize efforts to stay safe and well. Inform a trusted adult if you feel uncomfortable, unsafe or unwell during the production process. (For online safety, see tip sheet on online engagement).

AFTER producing audio or video recordings to ensure accountable participation

✓ Request, review and validate. Request a copy of the audio or video recording if you have not seen the proposed final version. Review and validate. If there is anything you said that you do not want to be included, inform the organizers to edit out this part, if possible.

✓ Ensure that you have access to the final product.

✓ Support the dissemination of the audio or video recording. For example, share links to the recording on social media.

✓ Follow up and ask concerned, influential adults for feedback regarding how they have responded to your audio/video recording.

✓ Reflect and learn from your audio/video production experience and its impact. What was successful? What was unsuccessful? What could be done differently next time? Why?

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