

# FRONTLINE STORYTELLING

## Capturing the Born Perfect Caravans



# Why Your Visual Work Matters

Your photos and videos are not just content  
– they are evidence, advocacy, and protection.

## Your photos & videos

- ➔ Raise awareness internationally
- ➔ Influence policymakers and donors
- ➔ Protect girls by making FGM visible



# Statistics vs. Stories

Numbers Are Forgotten. A Visual Story Stays.

**AN ESTIMATED 44,000  
WOMEN DIE ANNUALLY  
DURING CHILDBIRTH DUE  
TO COMPLICATIONS  
RELATED TO FGM**



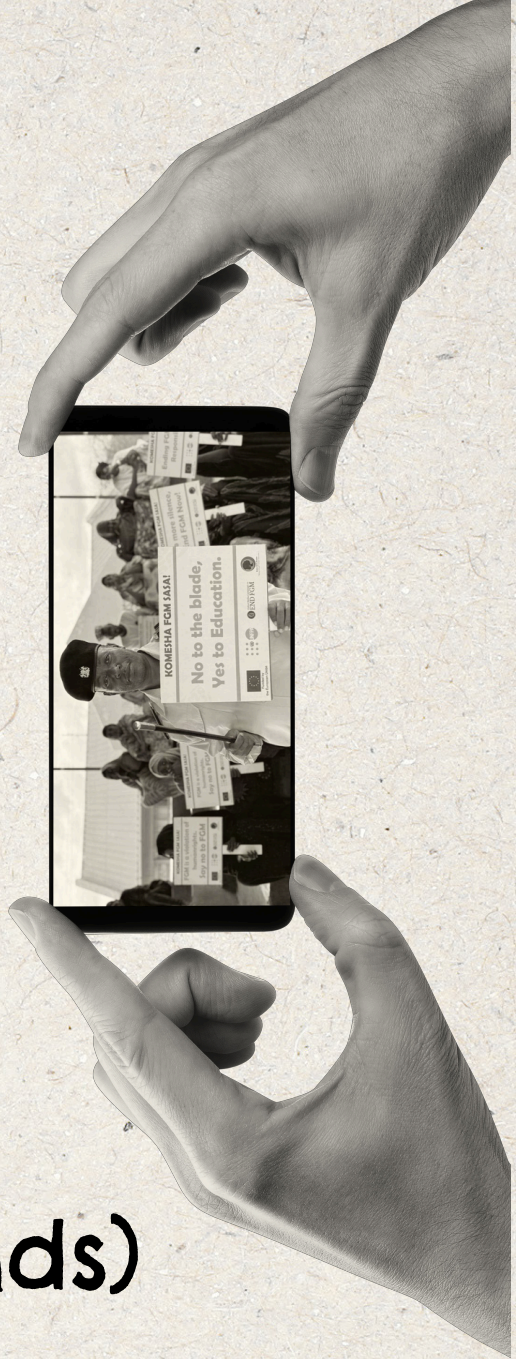
**4 GIRLS RESCUED FROM FGM**

**27th NOVEMBER**


# Finding the Right Story

What to look for:

- **MOMENTS OF CHANGE**  
(caravaners in a village, decision not to cut, a public declaration, a community discussion)
- **PERSONAL JOURNEYS**  
(survivors, activists, elders, parents who changed their minds)
- **EMOTION & HUMANITY**  
(fear, courage, hope, pride)
- **LOCAL LEADERSHIP**  
(women, men, youth taking a stand)



# Where Stories are Found

- 
- **CARAVAN'S ACTIVITIES**
  - **COMMUNITY MEETINGS**
  - **SCHOOLS, CHURCHES, MOSQUES**
  - **SAFE SPACES FOR WOMEN & GIRLS**
  - **ONE-ON-ONE CONVERSATIONS AFTER EVENTS**

# The Ethics (Consent First)

## → EXPLAIN:

Who you are, what organisation you represent and where the video will go (London/Social Media)

## → ASK:

"Is it okay if I take your picture or film you?"

## → SAFETY:

If a survivor is at risk, hide their face (film hands or silhouettes)



# Special Rules for FGM Work

- **MINORS:**  
NEVER show the face of a child in connection with FGM without documented legal guardian consent.
- **ANONYMITY:**  
If a survivor wants to speak but stay safe, film their hands, their silhouette against a window, or their back.
- **RISK ASSESSMENT:**  
Always ask: “Could this video put you in danger in your village?” If the answer is yes, do not film their face.



# Basic Phone Setup



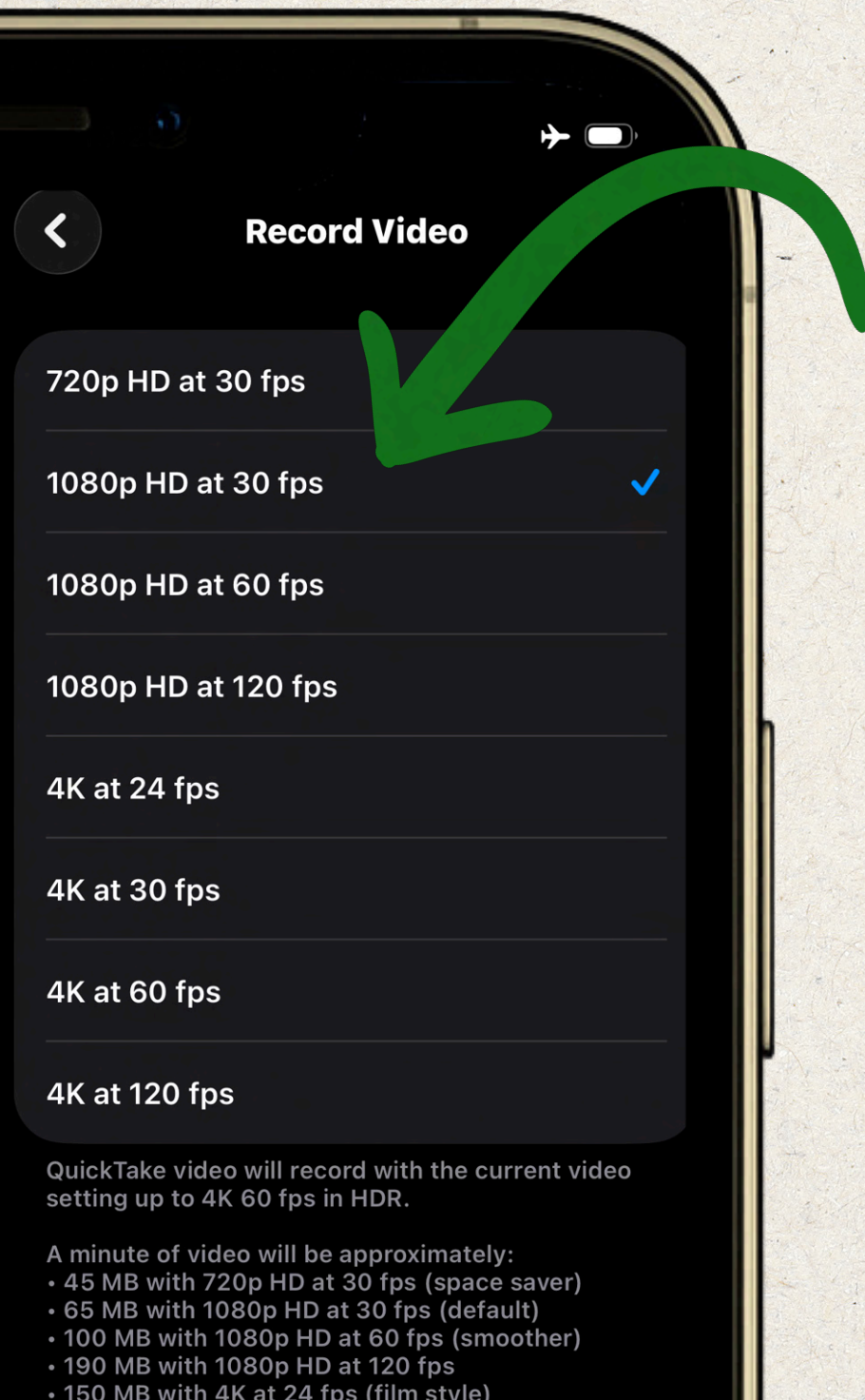
- **CLEAN THE LENS:**  
Use a soft cloth (or a clean T-shirt). A fingerprint on the lens is the #1 cause of "blurry" footage.
- **BATTERY & STORAGE:**  
Ensure you have at least 2GB of space and a full battery before you start shooting
- **AIRPLANE MODE:**  
Switch this on! An incoming call will stop your recording and ruin the audio.

# Video settings (NON-NEGOTIABLE)

→ **RESOLUTION:**  
1920 X 1080 (Full HD)

→ **FRAME RATE:**  
30 fps. If you see 25 fps is because you are in PAL mode so please switch to NTSC

→ **ORIENTATION TO FILM:**  
Always in horizontal!



# How to Take a Powerful Photo

## LIGHTING

- ➔ Always face the subject towards the light. The sun must be on the person's face, not behind them
- ➔ Best light: open shade (under a tree or a porch). It avoids harsh shadows on faces
- ➔ Avoid midday sun when possible to prevent shadows under the eyes and nose.

# Sun in the back Vs. Sun in front



# FRAMING (Portraits & Group Pictures)

- Keep people inside the frame. Do not cut heads, faces, or feet and leave space above the head
- Faces should be in the upper half of the screen.  
For groups: all faces visible, not too low in the frame
- Move closer instead of zooming
- Choose ONE main focus: speaker, crowd, people marching?
- Control the background. Avoid having noise in the back of your subject.

# Portrait & Group Picture



# OTHER IMPORTANT MOMENTS TO CAPTURE

- EXPRESSIONS
- INTERACTIONS
- LISTENING, NOT JUST SPEAKING
- DETAILS (HANDS HOLDING BANNERS, FEET WALKING, SIGNS)

Every little shot helps us to  
build the narrative



# Basics of Video Recording

## → THE HUMAN TRIPOD:

Hold the phone with two hands. Keep your elbows tucked into your ribs. This stops the "shaky" camera look

## → STABILITY:

If you are filming an interview, lean against a wall or a tree to stay perfectly still

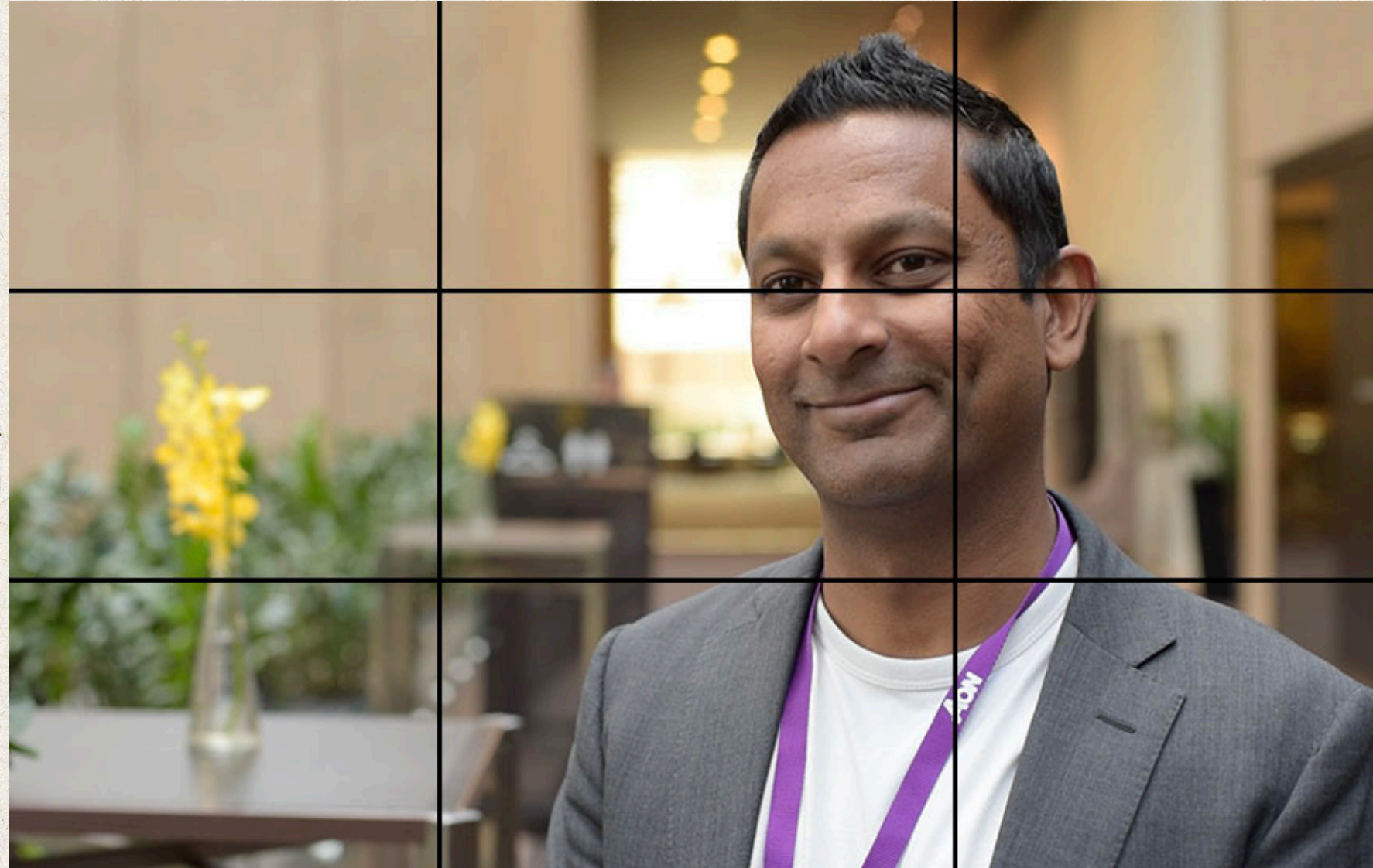


(USE A TRIPOD IF POSSIBLE)



## → **FRAMING FOR INTERVIEWS:**

- Film from the chest up
- Leave a little bit of space above the head ("Headroom")
- The subject should look at you (the interviewer), not the camera



## → AUDIO:

- The phone must be within arm's length of the person speaking
- If it's windy, use your hand or body to block the wind from the microphone
- Wait for silence: If a generator or car is nearby, wait for it to pass



## → THE 3-SECONDS RULE:

Press record and wait 3 seconds before the person starts speaking.  
When they finish, wait another 3 seconds before stopping

# How to Interview

## → ASK OPEN QUESTIONS:

“What do you think of the Born Perfect Caravan you just saw today?”

“Would you change your mind about FGM, and why?”

“What message do you want the world to hear?”

## → TIPS:

- Stay quiet while they speak
- Avoid yes/no answers
- Let silence work - don't rush



# You are Protecting the Future

Every story you capture helps stop FGM.  
Thank you for your courage and your hard work!





**FRONTLINE  
ENDING  
FGM**



Global Media Campaign to  
**END FGM**