

VIDEO PRODUCTION THROUGH A GENDER LENS



When making advocacy videos about a specific issue or movement, it's important to include the voices and perspectives of women and people from across the gender spectrum, such as transgender and non-binary people. These tips can help make your video and campaign more inclusive and participatory.



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This guidance was adapted from tips created by La Sandía Digital and activists working on land defense campaigns in Mexico

1 Script Development

- Make sure women, non-binary, genderqueer, gender fluid, intersex and transgender people from within your movement are part of the script development process.
- Consider how the problems you are fighting against impact women, transgender people, and non-binary people differently. Work together to identify the best ways to represent these issues.

2 Creating Visuals

- How many women, non-binary, or lgbtqi+ are present within the video? How many are speaking?
- Women and/or gender non-conforming people should be equally represented and actively participating in the video. Have a balance of folks from across the gender spectrum.

3 Planning Interviews

- Do not reinforce gender stereotypes. Ask yourself, how are you going to be represent the people that appear in the video? Are they associated with stereotypical female roles?
- Does this individual view themselves as gender-expansive (or someone who actively takes on the role of expanding cultural norms and ideas about gender)? If so, are you offering them space to describe how they broaden their community's understanding of gender expression/roles/identities?
- Portray a broader vision of equality between all genders. Let go of harmful stereotypes often present within communities and movements.

4 Informed Consent & Right of Anonymity

- Sometimes women and people with gender-nonconforming and trans backgrounds can be attacked for participating in political movements within their community.
- Share details about the video (objective, distribution method, possible implications of participating) with the interviewees and whoever else will be present on film. Consider all methods that can be taken to protect someone's identity so they can participate.
- Ask the person how they want to be identified, or if they want to be identified at all.