

# How can media projects better address the needs of marginalised groups?

By arranging encounters with the marginalised. By letting the people get to know a real situation of the marginalised.

**TO INVOLVE THEM IN THE CREATIVE PROCESS**

Give them access to the media - especially social networks

We first of all should find out what the needs of the marginalised are

Participatory video allows for participants (usually activists from the margins) to express in their own words what are their primary needs and concerns.

By involving and reaching out to those on the margins at every possible phase of the media project.

give them not only a voice but also a face in film

Work in indigenous languages.

Help the marginalised to organize themselves.



# How can media projects better address the needs of marginalised groups?

Better discriminate between needs and expectations

Listening to the audiences

Having a functional network

Local influencers are more aware how to communicate with marginalised groups in the country.

Not address the needs of the marginalized but but create a space where they can speak and facilitate meaningful exchange

Make a structural and conjunctural analysis of their society then make a needs assessment of the group we want to help

Equip them with the technical tools to express themselves

