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

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

We first of all should find out what the needs of the marginalised are
give them not only a voice but also a face in film

TO INVOLVE THEM IN THE CREATIVE PROCESS

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

Work in indigenous languages.

Give them access to the media - especially social networks

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

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 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.