

TOOLKIT

Digital Advocacy Storytelling: 5 Minute Videos



INTRODUCTION

Make 5 to 7 minute videos (digital stories) that advocate for food sovereignty. The digital stories can be produced collectively in a group and involve talking with individual community members, with a friend, or multiple groups. Through digital storytelling we can bring food sovereignty advocacy to other Inuit communities and the wider Indigenous community, and the general public.

ANTICIPATED PARTICIPANTS

Community members, hunters and anyone who feeds their (and others') families.

AUDIENCE

Inuit community members, national and international viewers, Indigenous communities and Indigenous food sovereignty activists.

METHOD

Through collective storyboarding, filming and editing, the digital stories are directed by the community-based filmmakers. Each digital story (film) will require lots of different types of footage to make a 5 to 7 minute film. Each film must tell a story, have a point that it wants to get across.

THEMES

Should be decided by community members, but could be food systems, food stories about the past, present and future, climate change, hunting rights, resource extraction, health and nutrition.

SHOT LIST REQUIRED

Remember that these shots need to be as long as possible for editing purposes (20-30 seconds or more).

The Speaker:

- The person speaking, from different angles
- the interview taking place (both speaker and interviewer)
- close ups of the activity that they may be doing
- hands, different sight lines
- home interiors, close-ups on objects in their homes that might speak to the theme
- over-the-shoulder shots of what the speaker is seeing or what the interviewer is seeing

ESTABLISHMENT SHOTS

To be shot by the whole team

- the town, the street, buildings
- the house, hunting equipment
- out the window and from the window inside the house
- interviewers (and filmmakers) going into the house
- the person outside, near their hunting equipment, or looking out to the land and sea/ice.

WHAT IS MEANT BY FOOD SOVEREIGNTY?

The Qikiqtani Inuit Association, in their report Food Sovereignty and Harvesting, defines food sovereignty as:

The right to healthy and nutritious food, the right to culturally appropriate food, the right to food harvested through ecologically sound and sustainable methods as guided by the Nunavut Agreement and wildlife management regiment, the right to access wildlife in ways that empower communities and stimulate local economies (2019: 7).

Inuit Circumpolar Council Alaska defines food sovereignty as:

The right of Alaskan Inuit to define their own hunting, gathering, fishing, land and water policies; the right to define what is sustainably, socially, economically and culturally appropriate for the distribution of food and to maintain ecological health; the right to obtain and maintain practices that ensure access to tools needed to obtain, process, store and consume traditional foods. Within the Alaskan Inuit food security conceptual framework, food sovereignty is a necessity to supporting and maintaining the six dimensions of food security [namely, 1) Availability, 2) Inuit Culture, 3) Decision-Making Power and Management, 4) Health and Wellness, 5) Stability and 6) Accessibility] (ICC Alaska 2020: 36, 38).

These two definitions can act as a way for you to develop your own understanding of food sovereignty.

What does food sovereignty mean to you?

This will be one of the leading questions in digital advocacy storytelling.

The idea is to have three (3) short stories that focus on the three topics above: harvesting (hunting, fishing, collecting plants, seaweed, and eggs etc), food making (food preparation, cooking, frying, fermenting, eating raw meat etc). Each vignette contains information that connects it to the other themes. One suggestion is that first story would be on harvesting (the right to hunt and what to hunt for example). This then leads to the second story about food making. Finally, there is the overall topic of food sovereignty. The first two stories about harvesting and food making provide information for the third which is a more overall view.

Each story should be roughly 5 to 7 minutes long. The food sovereignty segment could be slightly longer if necessary. They need to be self-sustaining - each is a story onto itself. They do, however, play well together as a group (both in concept and in visual connections).

Each story should have no more than 4-5 main questions (each could be the same format).

1. Why is this topic important to you?
2. Why is this topic important to your community?
3. Can you tell me about the problems you are experiencing on this topic?
4. Can you tell me how this area of concern could be improved?

You will need to be very sure about who the audience is for each of the visuals. You can make multiple "cycles" of the three stories - but each should be made and edited with a specific audience in mind. A series made for locals

might be different than a series you hope to show to an international audience or government decision makers.

You need to focus on 1, 2 or 3 people in the story who lead the viewer through the film. There could be, for example, 3 men talking about hunting, or 3 women about cooking or men and women talking about how they see this connection with food sovereignty for their community.

Each film HAS to be a story. It needs to be alive!

When filming, take lots of close-ups of faces and hands, make different shots of ice, water, houses - general surrounding settings that provide the viewer with a grounding of where they are, who they are watching and why. The editing has to be tight and only of short and middle length shots (time wise) - no drawn-out long shots.

Subtitles should be moved around the screen as necessary - ditch the bottom black box with white letters approach.

Finally, as the director/producer you should be able to tell someone what information you are looking for in relation to each of the questions above or the questions you decide to ask. This will also be KEY as then you will not be wandering visually as you know what you need.

We want to express our gratitude to Kelvin Kelpin for his advice and guidance in making this toolkit.

