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## YOU CAN'T INCLUDE EVERYONE: DELETING SCENES WITHOUT LOSING YOUR COLLEAGUES

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Making an agricultural training video is harder than it looks. It takes time and involves many people, including farmers, agricultural experts, extensionists, videographers, interviewers, and editors.

The National Organic Agriculture Movement of Uganda (NOGAMU) has already produced three videos and another is at editing stage. When I spoke with the facilitator of these videos, Ms Jane Nalunga, I realised that the challenge is to integrate the knowledge of farmers and other experts while making the video in the shortest time.



*Motivation matters. Different people have their own reasons for wanting to help make a video.*

The key is to find out why each of them wants to help make the videos. Each person is different, however many people from all walks of life are motivated by the chance of appearing on camera. Jane explained that:

“Some farmers participate because they know the people who have asked them to participate; others hope to get a favour from the facilitators.

Others enjoy the thrill of seeing themselves on the video and finally some do it to share what has worked for them. On the other hand, extensionists participate because they anticipate the videos will ease their work of making agricultural information accessible to farmers: making the video available to farmers may mean they have to talk less and may not even have to facilitate the viewing sessions. Others participate because of the excitement of being part of a video”.

Managing these expectations is important, because video makers often film their friends and colleagues, and it is important to maintain these relationships. NOGAMU’s strategy was to rely on their partner organisations. Jane said that:

“To identify farmers and to mobilise the community, I worked with Caritas, Kampala and Sulma Foods, which are organisations that NOGAMU had collaborated with on issues of sustainable agriculture and exporting organic products”.

The good working relationships and trust among the organisations and the facilitator encouraged participants to spare their time and to share their best practices through the videos.

However, working with trusted colleagues is a double-edged sword. It makes the work smoother and you get into the field faster, but sometimes making the video upsets colleagues that one hopes to work with again in the future.

Video editing can be sensitive: eliminating shots of key participants may threaten the filming of future videos and damage relationships.

For example in the video on “Intercropping pineapples” the Local Council Chairman was not included in the final video yet the Council played an important role in mobilising farmers for the focus group discussion and they were also carrying out appropriate intercropping practices.

Jane had the following reason for deleting him:

“The Local Council Chairman was stammering, frowning and repeating himself so I had to eliminate him and keep the other farmers”.



*The video maker may hurt people’s feelings if interviewees are deleted from the final version.*

In another video, “Controlling banana weevils”, the Vice Chairperson was not included in the final video yet he had mobilised farmers for the focus group discussion and taken part in the filming.

He was eliminated because according to the editor, Jane, he was inappropriately dressed, in white clothes, for planting and also he had not been selected for filming.



*Not everyone interviewed is suitable for inclusion in the final edit of the video.*

In the third film, “Solar drying pineapples” the content on “reason for packing the dried fruit in smaller packs” had to be re-filmed because the interviewee, although conversant with the process, was nervous and so another person was filmed.

The people who were edited out of the videos were not pleased with the decision. To maintain the relationship, the facilitator had to explain why they were cut from the final videos.

If a video maker is forced to choose between hurting a colleague’s feelings and making a bad video, most would delete the interview, and then apologise to the person who is left out. But to avoid having to make that decision, video makers work on a well drafted script and then select and prepare the interviewees carefully, before getting out the camera.

People who contribute to organizing farmers, like the chairman and the vice-chairman, are then acknowledged in the end credits of the video.

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