



SNAPSHOT

The Producers: Youth Against Violence

Television: a tool for violence interruption



Photo: MJCJV, Tegucigalpa Chapter

Presenters from the television program,
Jóvenes Contra la Violencia
(Youth Against Violence)

***“Through television,
we can carry a
message and create a
consciousness ... But
more than that, we can
identify new ways to
prevent and interrupt
violence.”***

Telling Our Story
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The Movement of Youth Against Violence (*El Movimiento de Jóvenes Contra la Violencia* - MJCJV), a group of youth committed to violence prevention, launched a television program in June 2012 to raise awareness of some of the aspects of violence most commonly associated with youth in Honduras – including bullying and football fan clubs (*barras*.)

The television program broadcasts two monthly episodes on the state-run network TNH's Channel 8, reaching audiences throughout the country. MJCJV is working to expand the program's reach and movement's membership through new media tools including Facebook and YouTube. Despite MJCJV's ambitions for growth, they have only basic, self-taught skills in scripting and producing the program "Youth Against Violence," limiting the quality and clarity of the message they project.

To support MJCJV's efforts to improve the quality and caliber of their programming content and messaging effectiveness, the Honduras Convive Program issued a grant to the group to train volunteers in television production techniques and provide them with specialized technical equipment to strengthen their production, recording and broadcast abilities. An international broadcast television expert, with years of experience with Voice of America, trained a total of 39 volunteers from the Tegucigalpa, La Ceiba, and San Pedro Sula chapters of MJCJV, including 8 volunteers from Choloma, a priority area for the program. During the two week training, volunteers built their skills in writing for television, interview skills, camera operation, storyboarding, digital editing, on-air presentation, overall program production management and investigative journalism.

During the trainings, MJCJV volunteer Danilo Romero said the trainings allowed them to improve their message and outreach, and facilitate new opportunities for violence prevention and interruption, beginning with two features on interruption. Produced as part of the training, these episodes focus on promoting the involvement of communities in developing responses to the insecurity and violence they face on a daily basis. In future episodes, MJCJV will include more reporting on community perspectives, and provide another source of information to inform future Honduras Convive activities.