

UNICEF video news package English voice-over mono mix		
• Running Time	2:38	
• Narrator Name	Sarah Crowe	
	<p><b>Script</b></p> <p>Bang on the money. This is anything but a begging bowl. Pittance for a bank, but for these Togolese women each tiny contribution to the cash float helps. It's recorded for the group and money's kept under lock and key for when they need it most.</p> <p>Every cent in this micro credit scheme keeps the women's families on their feet and also shakes up this male dominated rural society. Mainly the scheme helps the women, like this widow, grow their small businesses without waiting to make profit first.</p> <p><b>SOUNBITE () Vigoumide Ahouagbe, Microfinance Recipient:</b> "What's different now with the micro credit is that I can buy the raw products immediately so I can do more business quicker."</p> <p>Her daughter is back at school now. Thanks to the micro credit project, more and more of the poorest children are going to school since their mothers can now pay school fees.</p> <p>The women have built a new mill with the profits from their businesses and it's helped speed up the time they spend getting the finest grain out of cassava, the staple diet in much of West Africa, and making sure there's a constant supply of cooked grain to sell and to nourish their families.</p> <p>Francois' husband is sickly and not able to work. The rub off effect of the project has meant the beginnings of real power for her and other women.</p> <p><b>SOUNDBITE (English) Vincent Kome Liggie, Coordinator, Micro Credit Project:</b> "In the beginning the men were a little jealous, but with time they changes and recognized that it was a good thing and they do the same as the women now, they form associations and apply for micro credit now. Today, to have economic power is to have the power, now in the village, the women have the power, they have the economic power."</p> <p>Francois has even managed to send her son to university because of the project and that has made her proud.</p> <p><b>SOUNDBITE () Francoise Kayi Afanoue: Microfinance Recipient:</b> "I am really happy because it has given me the respect of the whole village."</p> <p>It's by no means perfect, but it has gone a long</p>	<p><b>Shotlist</b></p> <ol style="list-style-type: none"> <li>1. Close up coin into bowl</li> <li>2. Wide shot money handover</li> <li>3. Close up hands handing money</li> <li>4. Close up writing in book</li> <li>5. Zoom out counting to box</li> <li>6. Close up book</li> <li>7. Close up locking box</li> <li>8. Pan women playing instruments</li> <li>9. Wide shot women dancing</li> <li>10. Cu hand on shaker</li> <li>11. MCU chief watching</li> <li>12. Pan across women</li> <li>13. Tracking woman to pigsty</li> <li>14. Wide shot feeding pigs</li> <li>15. Close up pigs eating</li> <li>16. <b>SOUNBITE () Vigoumide Ahouagbe, Microfinance Recipient:</b> "What's different now with the micro credit is that I can buy the raw products immediately so I can do more business quicker."</li> <li>17. OS daughter</li> <li>18. Close up daughter</li> <li>19. Pan classroom</li> <li>20. Medium shot child writing on board</li> <li>21. Wide shot woman carrying bowl</li> <li>22. OS tipping bowl into mill</li> <li>23. OS mill operator</li> <li>24. Close up operators hand</li> <li>25. Close up woman's hand clearing grain</li> <li>26. Wide shot woman clearing grain</li> <li>27. Wide shot woman handing over bowl</li> <li>28. MW grain into bags</li> <li>29. Wide shot closing bag</li> <li>30. Wide shot woman sieving grain</li> <li>31. Close up woman's hands</li> <li>32. Close up woman's face</li> <li>33. MCU Vincent interview</li> <li>34. Wide shot of sieving</li> <li>35. <b>SOUNDBITE (English) Vincent Kome Liggie, Coordinator, Micro Credit Project:</b> "In the beginning the men were a little jealous, but with time they changes and recognized that it was a good thing and they do the same as the women now, they form associations and apply for microcredit now. Today, to have economic power is to have the power, now in the village, the women have the power, they have the economic power."</li> <li>36. Pan women heating grain</li> <li>37. Close up hand heating grain</li> <li>38. Close up woman's face</li> <li>39. Ws women heating grain</li> <li>40. <b>SOUNDBITE () Francoise Kayi Afanoue: Microfinance Recipient:</b> "I am really happy because it has given me the respect of the whole village."</li> <li>41. Wide shot boys watching</li> </ol>

	<p>way to ease a heavy burden from these women and given them the chance to make choices in their lives.</p>	<p>42. Wide shot women lifting bowl 43. Wide shot walking with bowl</p>
<ul style="list-style-type: none"> <li>• International version split track</li> <li>• Running Time</li> </ul>	<p>2:36</p>	
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	<p>have the power, they have the economic power.”</p> <p>Francois has even managed to send her son to university because of the project and that has made her proud.</p> <p><b>SOUNDBITE () Francoise Kayi Afanou: Microfinance Recipient:</b> “I am really happy because it has given me the respect of the whole village.”</p> <p>It’s by no means perfect, but it has gone a long way to ease a heavy burden from these women and given them the chance to make choices in their lives.</p>	<p>power is to have the power, now in the village, the women have the power, they have the economic power.”</p> <p><b>36.</b> Pan women heating grain  <b>37.</b> Close up hand heating grain  <b>38.</b> Close up woman’s face  <b>39.</b> Ws women heating grain  <b>40. SOUNDBITE () Francoise Kayi Afanou: Microfinance Recipient:</b> “I am really happy because it has given me the respect of the whole village.”  <b>41.</b> Wide shot boys watching  <b>42.</b> Wide shot women lifting bowl  <b>43.</b> Wide shot walking with bowl</p>
<ul style="list-style-type: none"> <li>• Video news footage 1</li> <li>• Running Time</li> </ul>	2:02	
	<p><b><u>Shotlist</u></b></p> <ol style="list-style-type: none"> <li>1. Medium shot women playing instrument</li> <li>2. Close up woman singing</li> <li>3. Close up hand hitting calabash</li> <li>4. Wide shot women playing calabash’</li> <li>5. Medium shot women playing, singing</li> <li>6. Wide shot women playing</li> <li>7. Close up feet dancing</li> <li>8. Medium shot tilt up women dancing</li> <li>9. Medium shot boy watching</li> <li>10. Wide shot women playing instruments</li> <li>11. Wide shot women dancing</li> <li>12. Wide shot women walking from shelter</li> <li>13. Wide shot women walking down alley</li> <li>14. Medium wide shot woman walking</li> <li>15. Medium wide hot Aghouagbe preparing pigs food</li> <li>16. Medium shot tracking to pig sty</li> <li>17. Wide shot feeding pigs</li> <li>18. Close up pigs eating</li> <li>19. Close up hands turning fish</li> <li>20. Close up face</li> <li>21. Close up zoom out hands turning fish</li> <li>22. Wide shot turning fish</li> <li>23. Wide shot carrying cassava</li> </ol>	
<ul style="list-style-type: none"> <li>• Video news footage 2</li> <li>• Running Time</li> </ul>	2:01	

	<p><b><u>Shotlist</u></b></p> <ol style="list-style-type: none"> <li>1. Medium close up tipping bowl into mill</li> <li>2. Medium shot OS of mill operator</li> <li>3. Close up operators hand</li> <li>4. Medium close up sorting grain</li> <li>5. Close up hands sorting grain</li> <li>6. Medium shot clearing mill</li> <li>7. Wide shot carrying bowl out of mill</li> <li>8. Wide shot carrying bowl</li> <li>9. Wide shot handover of bowl</li> <li>10. Medium shot putting grain in bag</li> <li>11. Medium shot closing bag</li> <li>12. Wide shot sieving grain</li> </ol>	
<p><b>UNICEF PSA</b></p> <ul style="list-style-type: none"> <li>• Note to NewsMarket: Always annotate PSAs running time as TRT: 30 seconds</li> </ul>	<p><b><u>Script</u></b></p>	<p><b><u>Shotlist</u></b></p>
<p><b>UNICEF Interview Running Time</b></p> <ul style="list-style-type: none"> <li>• Name of person being interviewed</li> <li>• Name of person's organization</li> <li>• Person's title</li> </ul>	<p>Xxx</p> <hr/> <p>Xxx</p> <hr/> <p>Xxx</p> <hr/> <p>xxx</p> <hr/> <p><b><u>Script</u></b></p>	