

Ethical Storytelling Checklist



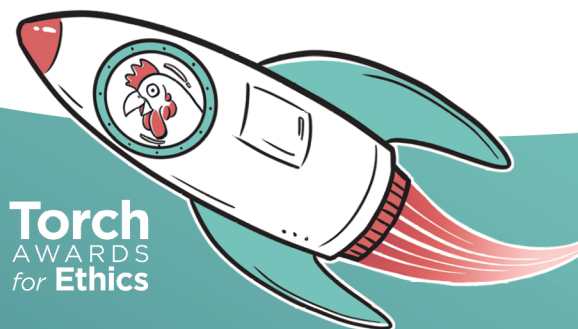
- **We know our goals.**
 - We have articulated what we want the story to do, why we're telling it now
 - We have defined our audience, what they care about, and how we'll reach them
 - We have thought through the cultural context, and what ethical storytelling (and what our specific goals—like anti-racism, de-colonizing, etc.—means in this context)
 - We have created an inclusive planning process that invites a variety of voices at the table to give input, and aligns our team on messaging
- **We center who's story this is, and who's telling it.**
 - If an individual's story, we have centered the person in the telling of their own story, and have gotten informed consent to use and share it. If the story is a child's story, we have informed consent from their parents.
 - If a third party is telling a story, we've examined the assumptions and bias of the storyteller, and invited others to review drafts as a check
 - We've involved the community who is the audience or at the center of a story to review and provide feedback on the story, and incorporated their feedback before it goes public
- **We have informed consent.**
 - We've had an in-depth conversation and created a service agreement that is agreeable for both parties that outlines:
 - Why tell this story? Why now?
 - The possible consequences of telling this story?
 - How will you use the story – formats, contexts, and timeline?
 - Who will you share it with?
 - What are the storyteller's rights?
 - What are they saying yes to? Are they giving permission to interview, photograph, video, record voice?
 - How will you respect the storyteller's privacy or, if needed, anonymity?
 - We revisit and update the consent agreement with the storyteller regularly to ensure that their comfort with sharing their story hasn't changed; we stop using the story when it does.

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This company meets the highest standards of social and environmental impact



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- **We are abiding by international law**, including standards and protocols related to vulnerable persons, including the United Nations Convention on the Rights of the Child.
- **We make the story accessible** by using translations, subtitles, following visual accessibility guidelines for the web, and by using language at an appropriate reading level for all audiences.
- **We tell the story with integrity.**
 - We are using solutions-oriented framing that inspires hope instead of relying on fear or guilt as motivation to act
 - We emphasize the strengths of our subjects. We avoid vulnerability framing, deficit-based phrases, sensationalizing, stereotypes, and tropes
 - We are framing collective action and solutions
 - We name the systems responsible for an issue, and portray complexity to educate audiences of the realities and nuances of a situation
 - We avoid savior-framing, including the nonprofit or the donor as the savior

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