

# SCIC Policy for Responsible Media Representation

## 1. STATEMENT OF PRINCIPLE

SCIC has a responsibility to ensure that all of our communications contribute to a culture of media portrayal that is representative of the diversity and plurality of our world and that promotes the empowerment of all peoples, especially those from marginalized groups.

## 2. RATIONALE

Visual images and written text are powerful ways to convey an experience and to evoke strong emotions in an audience. Artist and author decisions about how to depict their subjects can entirely alter viewers' perceptions. Media wields substantial control over public perception as people often formulate their opinions, judgments, and behaviors in response to visual stimuli and other forms of media. In this way, art and media can also be powerful tools for progressive social change through the production of empowering imagery and language that break down harmful stereotypes, promote the rights and dignity of all peoples, and foster understanding.

## 3. PROCESS

- **Images and text created by or on behalf of SCIC should:**
  - Be empowering and respect and promote the dignity and rights of the subjects;
  - Respect and promote the inherent value of cultural diversity and different ways of knowing. This is especially true when representing cultures other than the artist's or author's own, and should not be done in a way that superficially emphasizes cultural difference as exotic or primitive;
  - Not be exploitative by evoking emotions of pity or guilt, or through the framing of the artist's or author's subjects as helpless.
  - Be representative of visible minorities – whether that is of gender, ethnicity, sexual orientation, or people with disabilities;
- **SCIC encourages image-creators and authors to:**
  - Learn about the subjects which they are representing;
  - Learn about stereotypes, privilege, and harmful, problematic, or offensive framing;
  - Learn about and be a part of how imagery, art and media can contribute to a better understanding of each other and support social justice and human rights.
- **SCIC is committed to contributing to a collaborative process of learning**, whereby image-makers, artists and writers contribute to the responsible media culture of SCIC through sharing their techniques and policies for creating progressive, empowering media.

## 4. RESPONSIBILITY

Ultimately, responsibility for this policy rests with SCIC's Executive Director. However, all staff, board, volunteers, and artists working with SCIC who are involved in the creation of visual and written communications are also responsible for its implementation.