



ETHICAL STORYTELLING: ICOMMS





Ethical Storytelling Working Group (2022-2023)

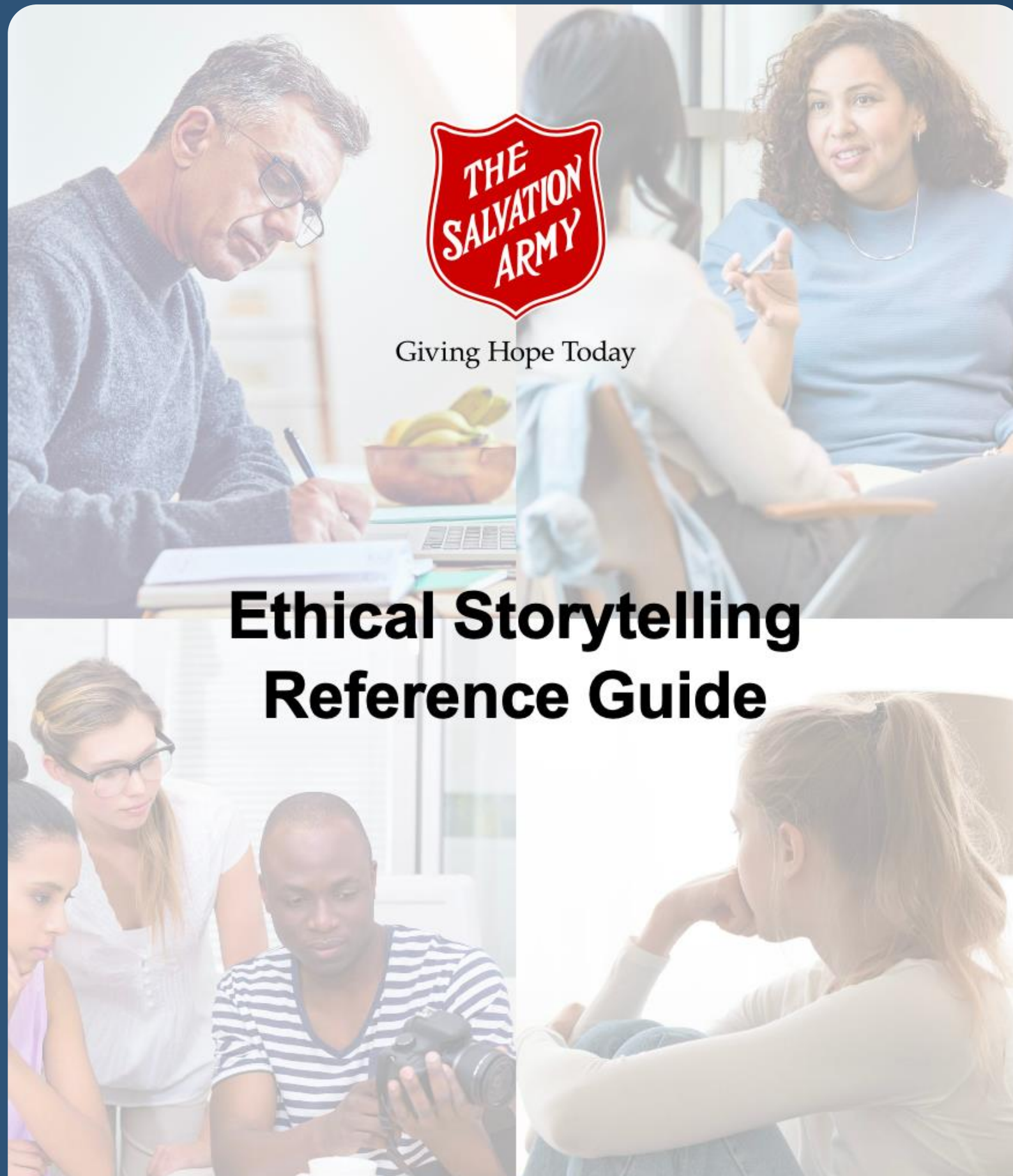
1. Geoff Moulton (Director of iComms)
2. Katy Searl (Manager of iComms)
3. Kara Woodcroft (Communications Consultant)
4. Jane Ayer (Communications Consultant)
5. Hannah Saley (Communications Consultant)
6. Alexis Hell (R&D Specialist)
7. Major Ray Lamont (Territorial MSHT Coordinator)
8. Major Ron Millar (Director of Archives)
9. Dan Millar (Assistant Territorial EDS Director)
10. Captain Angelica Hernandez (Toronto Harbour Light)
11. Aimee Patterson (Christian Ethics Consultant)
12. Sara Lewis (Director of Development)
13. Giselle Randall (Editor, Salvationist)
14. Ellen Melis (Senior Director, HR Strategy)

The Process:

Creating the Ethical Storytelling Reference Guide

- Kick-off meeting held during fall 2022
- Meetings held every 6–8 weeks starting January 2023
- Goal to create an ethical storytelling guide for the Army
- Independent research and discussion around seven pillars
- Collaborative process





Giving Hope Today

Ethical Storytelling Reference Guide

Available Now

“

“The way we tell stories must be in line with our mission; it must empower rather than exploit. These guidelines are meant to help you consider your responsibilities as a storyteller.”

”



Inside the Guide

1. Assessing Risk
2. Setting Up an Interview
3. During the Interview
4. Writing the Story
5. Choosing Photos
6. Considerations When Photographing Children
7. After the Story is Published

Additional Reading:

- TSA Media Policy
- Decolonizing Language



QUESTIONS?