BREVITY & WIT

Selecting Inclusive Images

For creatives in all departments!

Acacia Betancourt
She/her
Creative Director

Minal Bopaiah
She/her
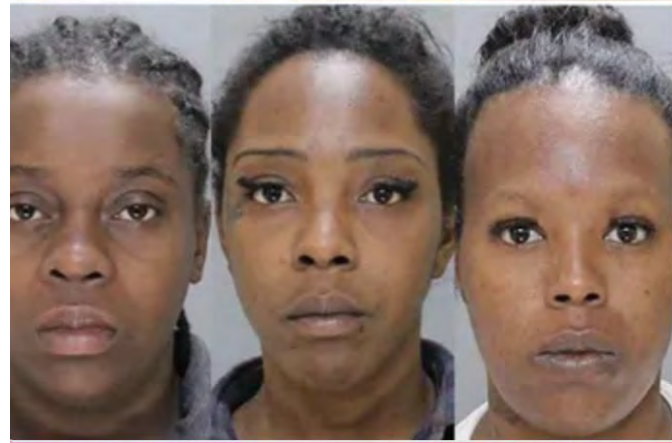Founder & Principal

About Brevity & Wit

- Operating since 2016

- Unique approach combines design thinking, behavior change science, and IDEA

- Clients span media, international NGOs, and professional services firms

Why do images _matter_?

As creators, we have *power.*

What do we actually need to **do differently** when we choose or create images in our work?

Lighter

Higher

Skin Color

Acceptance

Darker

Lower

In society, the lighter the skin color,
the higher the acceptance.

Source: Perceptions of Ethnic Minorities and Self Perceptions

For today, let's think of people as characters.

White people = *Main*
Everyone else = *Supporting*

&

The Default
"Main character"

White (or light-skinned)
Thin.
Young.
Conventionally
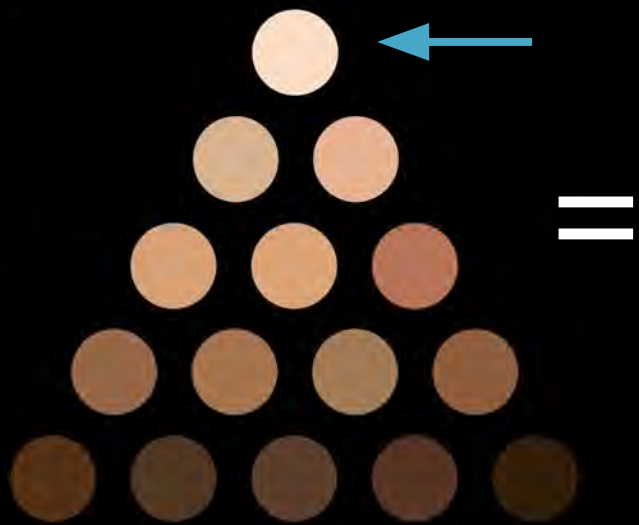attractive.
Non-disabled.**
Straight.**
Cisgender.**

*Men get centered most often

**Not all identities are visible

The Default

"Main character"

=

How does this
photo perpetuate
white centering?

1

The "default" white man is larger, and in the foreground. He is in focus. This indicates that he is the most important. He is the "main" character.

2

The other three people are in the background. They are blurry and smaller, indicating they are less important.

They are "supporting" characters.

3

Two of them are women, both of whom are women of color.

The Black woman is seated and lower, indicating she's less important than the Latine woman.

As creators, we have the power to **make our culture more inclusive** through the images we choose.

Diversity = Reality

Observing Stock Images

Ask yourself:

Who is presented as the ***main*** character(s)?

Who is presented as the ***supporting*** character(s)?

What is the ratio of white people to people of color?

How are they presented in the photo?

What message is the image sending about race, gender, sexuality, religion, age, ability, or body shape?

Who is missing?

&

How to *Intentionally* Choose Inclusive Images

My process for selecting images:

1. Discuss photos with the client. Who should be centered?

2. Make a list of types of photos that will work best for theme.

3. Spend lots of time JUST searching, collecting images.

4. Look at photos as a group, put in thoughtful order.

5. Ask myself "Who is missing?" and make swaps.

&

Project themes examples from clients:

- Women using different types of transportation

- Disabled people enjoying everyday activities

- Yoga that is for everyone, and every type of body

- Mental health of kids and teens

- DC residents struggling with homelessness

&

I ask myself:

*"How can I make the people
I feature look as strong, happy,
and human as possible?"*

Protect their dignity.

&

Generic search terms won't offer much intentional diversity.

Person leading a meeting 🔍

Specific is <u>okay</u>, and will give you better results.

> *Mature Black woman leading a meeting* 🔍

FOOTAGE ∨   EDITORIAL ∨   MUSIC ∨   TOOLS ∨   BLOG ∨   Contact us ∨

× Close filters   woman pilot   South Asian ×   Black ×   African ×   African American ×   Chinese ×   East Asian ×   Japanese ×   Native American ×   Pacific Islander ×   Southeast Asian ×   Hispanic ×   Brazilian ×   Middle E

Filters by non-editorial images
with model releases

Ethnicity ∧

| African	African American
Black	Brazilian
Chinese	Caucasian
East Asian	Hispanic
Japanese	Middle Eastern
Native American	Pacific Islander
South Asian	Southeast Asian
Other	

Show less

Age ∧

Infants	Children	Teenagers
20s	30s	40s
50s	60s	Older

Gender ∧

Male	Female	Both

Number of people ∧

1	2	3	4+

Woman pilot images

16,191 woman pilot stock photos, vectors, and illustrations are available royalty-free. See woman pilot stock video clips

female pilot   pilot crew   pilots   pilot woman standing   baby in uniform   women aircraft pilot   different professionals vector   pilot and flight attendant   child occupation   surprise fashion
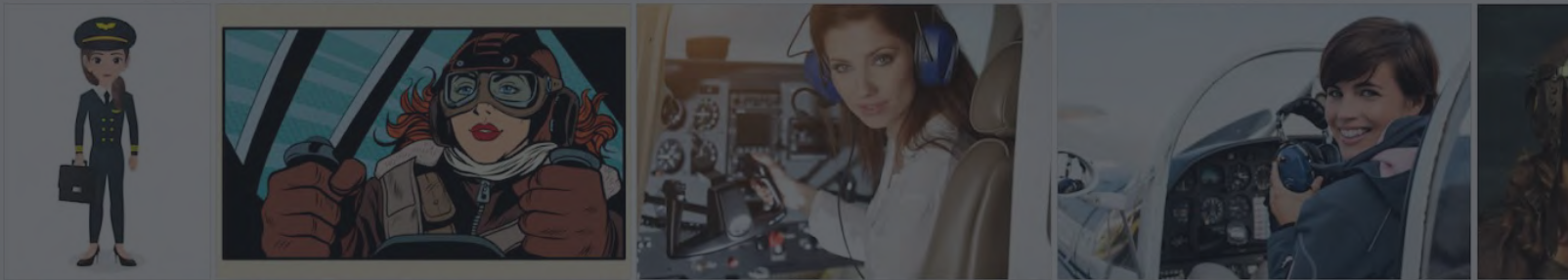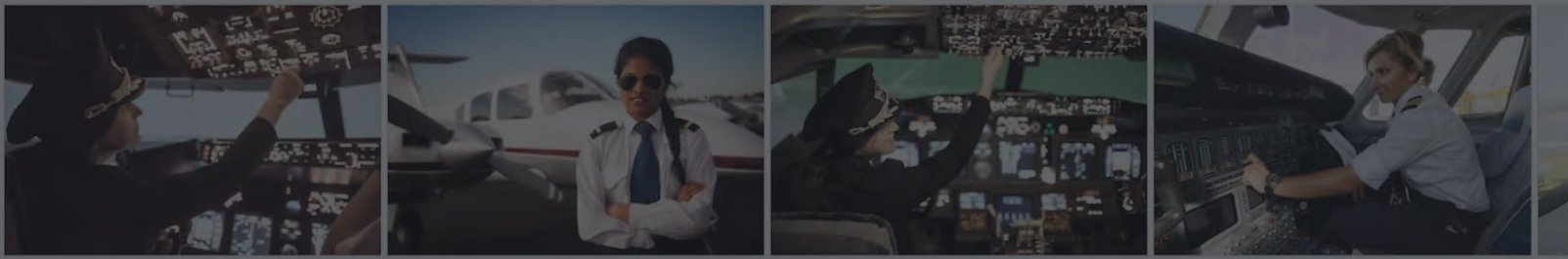
Demographic Checklist

Include a range of:

✅ **Races:** Black, Latine/Hispanic, Indigenous, Asian, Middle Eastern, White, Mixed

✅ **Genders:** Mix of men, women, transgender, non-binary and other genders

✅ **Ages:** Babies, kids of all ages, teens, young adults, adults, older people

✅ **Abilities:** Various physical or mental abilities

✅ **Body types:** All bodies look different! Reflect reality.

✅ *Pregnant people, religious clothing (hijab), different types of families, non-traditional jobs or roles*

Examples from Brevity & Wit

2022
IMPACT REPORT

PBS NORTH CAROLINA

POWERED BY THE UNC SYSTEM

Hikers, Mount Mitchell State Park, Burnsville-Ten to Try

Woven into the select projects of this year's impact story is YOU. Every day we wake up with you—the people of North Carolina— on our minds. You're the heart of every story we tell, every resource we develop and every partnership we make. Your spirit guides us as we uphold our mission to educate, inspire, inform and entertain the diverse communities that make up our great state. We exist because of you, our viewers, supporters and partners. With you, we've expanded our reach beyond the broadcast signal to better serve all North Carolinians, amplifying more voices and connecting more people along the way. As PBS North Carolina's new CEO and general manager, I proudly stand with you as we work to ensure that our statewide public media network continues to shine as a trusted beacon for all who call North Carolina their home.

—DAVID CRABTREE, *CEO and General Manager*

Participants, Rootle Community Event-Raleigh

We begin with
YOU //

OUR COMMITMENT:

As your homebase for the best of PBS and as your partner for securing a bright future for North Carolinians of all ages, PBS North Carolina nurtures a culture of belonging. We're committed to promoting equity and mitigating bias on a systemic level. We do this by designing and creating content that is reflective of and accessible to our diverse communities and by developing Diversity, Equity, Inclusion and Belonging (DEIB) initiatives and resources with and for our employees.

Participants, Rootle Community Event-Wilmington

OUR REACH:

14+ million
viewers in NC and surrounding states

3rd largest
PBS member station in the U.S.

1 million
weekly broadcast viewers

140 million
PBS KIDS streams annually by NC households

2,725
hours of local programming aired

95K+
members

Connecting with Hispanic Families

PBS North Carolina is committed to providing early childhood resources to all communities. Eighteen percent of children in NC are Hispanic and increasing annually. PBS NC created a multiplatform marketing campaign to connect with North Carolina's Hispanic families. A targeted and strategic plan was launched to thoughtfully identify key Spanish-language media outlets and to create Spanish-language promotional materials to increase awareness of and enhance engagement with Bright by Text, a custom parenting support service that delivers bilingual tips, activities and local event information via text to their cell phones.

606,080 impressions of the digital display ads on CarolinaParent.com and retargeting ads, resulting in 734 clicks to the Bright by Text website to subscribe

2,550,000 impressions of register tape ads in Dollar General stores across the 17 NC markets where our target audience segments live

1,860,500 impressions across 79 total bus routes in the 4 markets where transit ads were placed

SUPPORTING PARTNER:
The F.M. Kirby Foundation

"PBS North Carolina has remained a steadfast provider of reliable information and educational programming in the state, serving citizens with honesty and integrity. The Foundation is proud to continue support of PBS NC as you strive to strengthen and expand your connection with North Carolina's Hispanic families, increasing your outreach to inspire and educate the next generation."

Black Issues Forum

A dynamic platform for Black voices in North Carolina, Black Issues Forum is our longest running public affairs program. For more than 35 years, it has earned the reputation as a trusted space for dialogue and engagement around issues critical to the Black community.

Led by a seasoned team of producers, *Black Issues Forum* considers global, national and local issues through an African American lens. Every week guests, who range from scholars, policy analysts and educators to government officials, community leaders and activists, offer honest, thoughtful perspectives around matters of equity, dignity, fairness and justice. *Black Issues Forum* has seen an increase in average broadcast viewership of Black, Asian and Hispanic audiences.

315,413 social media impressions

6,639 streams on PBS App

8,675 streams on YouTube

2,947 website pageviews

773K+ statewide broadcast impressions

SUPPORTING PARTNER:
Z. Smith Reynolds Foundation

Your ADVENTURE //

The human spirit yearns for inspiration and is drawn to the prospect of curiosity and what is beyond our comfortable spaces and knowledge. At PBS North Carolina, we believe in stoking that curious spirit in each of our neighbors with stories and experiences that enlighten minds, enhance lives and foster our well-being and understanding of each other in the world.

Lakota John, Featured Musician, Music at the Museum

2,559

PBS North Carolina hosted **19 program screenings** complemented by dynamic community-driven panel discussions throughout the year. This resulted in **5,879 interested individuals** and **2,559 attendees who are now engaged and inspired community members**.

Visibly Speaking

Sharing the thought-provoking, meaningful and often unknown stories from communities across the state is a hallmark of PBS North Carolina. The Z. Smith Reynolds' "Inclusive Public Art Project" provided the perfect partnership and platform for PBS North Carolina to produce the compelling five-part series *Visibly Speaking: NC's Inclusive Public Art Project*, which follows the creation of projects that honor the often-overlooked stories of Black, Indigenous and Latinx communities. The series reached an expansive audience through broadcast, digital and live event platforms.

We hosted a free virtual screening of the series' first episode and a panel discussion moderated by PBS North Carolina's Director of Original Productions Heather Burgiss about the positive impact of art on communities. Panelists included local artists Cornelio Campos (lead artist of a mural made with the Latinx community in Durham) and Owens Daniels (artist of photomosaics that honor the legacy of a landmark hospital that served Black residents in segregated Winston-Salem) as well as Maurice "Mo" Green, Executive Director of the Z. Smith Reynolds Foundation, and Kim Previa of the Z. Smith

1,572,968 impressions and reach
171,267 statewide TV impressions
153,000 video views on YouTube
218,603 unique opens
639,370 impressions on Facebook, Instagram and Twitter *(organic and paid)*
390,728 program marketing impressions

Nominated for Mid-South Regional Emmy Award

SUPPORTING PARTNER:
Z. Smith Reynolds Foundation

"This is wonderful! I was born at Katie B. Reynolds Hospital, a legacy in the Black community of Winston-Salem."

Music at the Museum

This original PBS NC series showcases our state's diverse musical landscape with live performances at the North Carolina Museum of Art in Raleigh. Featuring roots, hip-hop, Americana, country, Latin jazz/fusion, electronic and soul performers, this dynamic local arts series was shared with statewide audiences by livestream and broadcast.

Music at the Museum Featured Artists: Violet Bell, Lorena Guillén Tango Ensemble, Early Gray, Chatham Rabbits, Charlie Smarts, Lakota John, XOXOK, Tumbao, Rissi Palmer (featured above), Lydia Salett Dudley with Jazz Xpressions

142,298 broadcast impressions
442,956 social media impressions
27,198 unique email opens

SUPPORTING PARTNERS:
NC Department of Natural and Cultural Resources, Come Hear NC, NC Museum of Art

PBS Wisconsin

DEI project discussions for design teams

Topic Examples:

- Accessibility for different audiences and media types
- Color contrast and inclusive typography
- Writing inclusive alt text for images
- Cultural sensitivity in character animation
- Equitable hiring and interviewing for creative positions
- Navigating biases on a majority white team
- Design considerations for older people
- Designing for non-native English speakers
- Advocating for more diversity with producers and other teams
- Sourcing and choosing photos

January
Global Family Day (Jan 1)

February
Black History Month

March
Women's History Month
Gender Equality Month

April
Arab American Heritage Month

May
Asian Pacific American Heritage Month
Mental Health Awareness Month

June
LGBTQ+ Pride Month

July
International Non-Binary People's Day *(July 14)*

August
Diversity Awareness Month

September
Hispanic Heritage Month

October
National Disability Employment Awareness Month

November
Native American Heritage Month

December
Winter Solstice
(Dec 21)

[Untrue] Stereotype:

Black fathers as "absent" and Black children as "fatherless"

I _intentionally_ searched for:

"Black father with baby"
"Loving Black dad with kid"
"Black man hug"
"African American father"
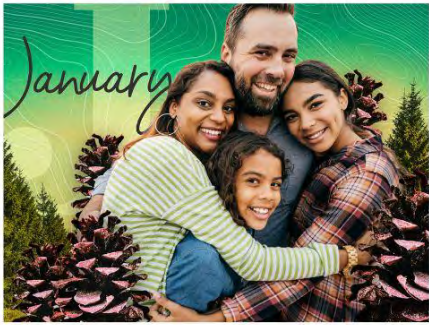
Once you've chosen your images...

1. **Always credit** the photographer.

2. **Pay for images** or donate to the photographers.

3. **Write captions** that highlight diverse identities.

4. Always include **alt text** for accessibility.

&

Blog Post: *See list of inclusive stock photo sites we love!*

Tips & Takeaways

1

Find opportunities for white people to be **supporting** characters in images.

&

2

Be specific with your search terms, even if it feels uncomfortable.

3

Ask yourself
"Who is not included?"
and make a list of who SHOULD be.

4

SLOW DOWN.

It takes more time, but it's worth it.
Run your image choices by
someone that's different from you.

&

5

Choose images that
challenge stereotypes.

Make unexpected choices. They'll make
what you create more interesting.

&

How to *Intentionally* Choose Inclusive Images

Free Giveaway!

Project Name: _____

Inclusive Demographic Checklist

When choosing a group of images, use this checklist to ensure that you've included people with a wide range of identities and backgrounds:

Races & Ethnicities:
- ☐ Black, African American
- ☐ Latine/x or Hispanic
- ☐ Asian, Pacific Islander
- ☐ Middle Eastern
- ☐ Caucasian
- ☐ Multi-racial or multi-ethnic

Genders:
- ☐ Women (and girls)
- ☐ Men (and boys)
- ☐ Transgender or non-binary
- ☐ Other genders

Abilities & Body Types:
- ☐ People with various disabilities
- ☐ People with larger bodies
- ☐ People with a wide variety of different body types, shapes, and abilities (reflect reality!)

Ages:
- ☐ Babies
- ☐ Young children
- ☐ Teenagers
- ☐ Young adults
- ☐ Adults in middle age
- ☐ Elderly people

Other identities:
- ☐ Various religions or cultural clothing (including people wearing hijabs, etc.)
- ☐ Pregnant people
- ☐ People with intersectional identities (more than one identity listed here)
- ☐ People in roles or careers not typical for their identity that counter stereotypes
- ☐ Couples and families (same-sex or interracial, couples etc.)

Photo Selection Tips

1 Find opportunities for white people to be **supporting characters** in images.

2 **Be specific**, even if it feels uncomfortable. It's okay to search for particular identities (e.g., "latino man in a wheelchair").

3 Ask yourself "**Who is not included?**" and "**Who *should* be included that usually is not?**"

4 **SLOW DOWN.** Finding more inclusive images takes a bit more time and intention, but it's worth it. Run the photos by someone different from you.

5 Choose images that **challenge stereotypes**, and make unexpected choices. They'll make your design more interesting.

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Note: Not all aspects of one's identity are visible in a photo, and not all identities are included here.

Take Our Survey!

https://notionforms.io/forms/public-media-design-needs-13stcp/

*(One lucky respondent will win a **$100 gift card**!)*

Questions?

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Thank you!

Stay in touch by signing up for our newsletter at www.brevityandwit.com

in **🐦** **📷** @brevityandwit

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