

A close-up photograph of a person's hands writing in a notebook. The person is wearing a silver ring on their left hand and a gold ring on their right hand. The notebook is open, and the person is using a silver pen to write on the left page. The right page is blank. The background is a dark, patterned fabric. The text "WELCOME TO" is written in a small, white, serif font above the main title. The main title "Creating Inclusive Content" is written in a large, white, serif font across the center of the image. Below the main title, the subtitle "An inclusive and anti-racist approach" is written in a smaller, white, serif font.

WELCOME TO

# Creating Inclusive Content

An inclusive and anti-racist approach







# The Agenda

1. A promise
2. The Five C's
3. Continuing the journey

Have a notebook handy.

Have you ever been afraid  
of “*getting it wrong?*”

THE FIVE C'S

A structure to ethical &  
inclusive content

THE FIVE C'S

# 1. Choice of Consciousness



It is not the first thought that counts, but your **second thought** and **first action**.

By being here, you are choosing to be conscious of this, but this is an active promise you must keep on making.

THE FIVE C'S

## 2. Conception

Centring & de-centring yourself

Centre yourself when the  
narrative *is about you*.

When it's *not* about you, centring yourself is harmful, ignorant, and comes from a place of privilege.

## You can tell if you are centring if:

- You are looking for someone to empathize with you (ASK: **is it in a space that doesn't belong to me in the first place?**)
  - It starts with a photo/video of you, and/or includes heavy personal pronouns (I/my)
- You are using your own experience to speak about a topic (ASK: **Does this experience actually connect me to the topic or is it superficial and further pushes a stereotype?**)







[msrachelhollis](#) I grew these tomatoes. The intense heat of a Texas spring and the fact that I don't water them as often as I should, means these tomatoes are unique to their environment. Were they grown in another place or by another gardener they would be different, but HOW they were grown is in the makeup of what they are. They don't even know they're tomatoes.

I am also a product of the garden I was grown in— only instead of a certain soil composition, I was raised in a country that taught me through osmosis that different skin tones suggested different values. I know we cling to the belief that "I'm not racist" or "I don't see color" because you honestly, probably don't realize you do. But, if you are a white American, racism is built into your being.

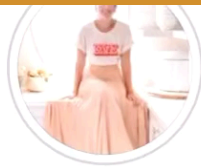
[@britbarron](#) has taught me a lot of things but the greatest gift she has given me has been holding a mirror up to my privilege. Brit taught me (watch her Ted talk in my bio) to see the history of America through the lens of how long its citizens actively practiced slavery. 400 years. Even if you pretend that racism ended with the civil rights movement back in the late 60's (which we know it did not) that's still 400 years, or 3,504,000 HOURS of practicing and accepting slavery. 3,504,000 HOURS of white people believing that black people were property. Look at that through the lens of "10,000 hours required to be an expert"... that means that America had 350 x 10,000 hour sets. America became an expert at racism 350 times over.

If you're white in America, there's a good chance you were raised to be a racist whether you know it or not. I have racism in me— it's impossible for me not to have it in me even as I actively work to unlearn what I have learned and reject what I don't even consciously know is there.

What happened to George Floyd is reprehensible. What happened to Ahmaud Arbery is evil. What happened to Stephon Clark, and Trayvon Martin and Eric Garner is a travesty and if those same situations had happened again and again and again --only this time it's white boys and girls— if these same things had happened to white people ENDLESSLY, we would have been rioting in the streets long before now. Continued in comments...

## It's not about you if:

- Based on your identity, you will never be able to understand the struggle/story firsthand
- A community outside of yours is experiencing an extreme emotion (pain, joy, sorrow, trauma)
- You have no lived experience nor meaningful connection to the experience at hand



5,577  
Posts

1.3M  
Followers

2,747  
Following

**Jillian Harris**

Blogger

Co-Author Fraiche Food Full Hearts, @jhthebrand  
@thejillybox @jillydigital ❤️'s @justinpasutto, Sweet Leo &  
Annie @nachocilantro & @peachespasutto  
[secure3.convio.net/chb/site/TR?px](https://secure3.convio.net/chb/site/TR?px)

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Gifts for Him



Gifts for Kids



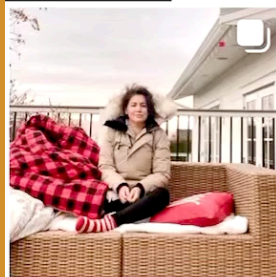
Gifts for Her



Shop Local



Politics Talk



“Solve” centring by bringing in voice(s)  
that belong to the community or  
topic that you are discussing.

“Indigenous women don’t need a voice. We  
need more microphones.”

– *Connie Walker*



# Appropriation vs. Appreciation







Modern digital  
appropriation looks like:

JASON PARHAM

CULTURE 08.04.2020 06:00 AM

## TikTok and the Evolution of Digital Blackface

On the app, users drape themselves in the trappings of Black culture—and steal the viral spotlight. It's exploitation at its most refined and disturbing.

Sometimes, you will have to let it go.

THE FIVE C'S

# 3. Creation

Language

Language is one of the many tools  
within an oppressive system.



Person-first vs. identity-first language



















Racialized folks, people with disabilities,  
and otherwise marginalized individuals  
are not a sources of inspiration, or  
“resources” for un-learning.



Humanize us.

# Ableist Language



*Accessibility Made Easy* by Erin Perkins

*The Many Layers of Accessibility*

*@mabely\_q*



**I wanna  
say: I see  
your  
silence.**

**and it's  
incredible  
deafening  
and truly  
embarrassing**

Ableist language is deeply embedded as filler phrases, and takes TIME to unlearn.

## *Questions to ask*

Are you using the term as a metaphor for something else?

Does it imply an action or behaviour for a non-disabled person?

Does it have a negative association tied to it?







Other terms to consider:

# When talking about 'womanhood,'

Are you conflating the physical experience of being biologically female, to the experience of being socialized as a woman?

Are you consciously aware of your use of woman as gender versus female as sex?

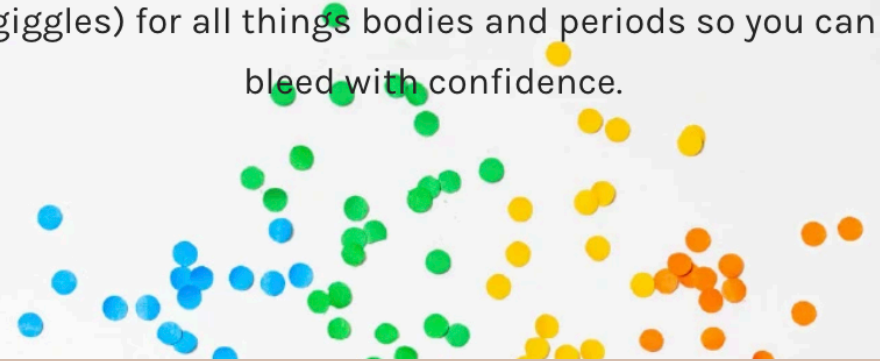
‘Women-identifying’ or ‘for those socialized  
as women’ versus female/womxn.

## Products for You

Every woman's period is different. We offer a variety of pads, tampons and liners so you don't have to worry about your period.

## Inclusivity

Not all women menstruate and not all people who menstruate are women. No matter how you identify, we welcome you with open arms. Lunette is here to provide gender-neutral guidance and support (plus giggles) for all things bodies and periods so you can bleed with confidence.





THE FIVE C'S

# 4. Circulation

40-60% of people are  
watching with sound off.



CAPTION. YOUR. STORIES.

High contrast + Easy-to-read font.

# Open Captions vs. Closed Captions



**But I personally feed my scrubs  
to my children every day**



CBC News ✓

2 hrs · 🌐

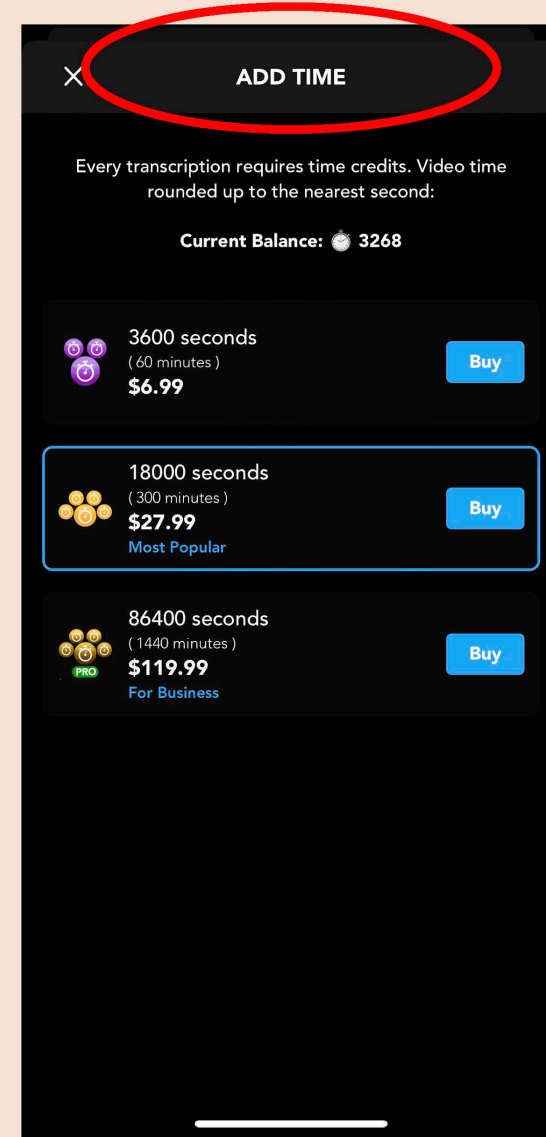
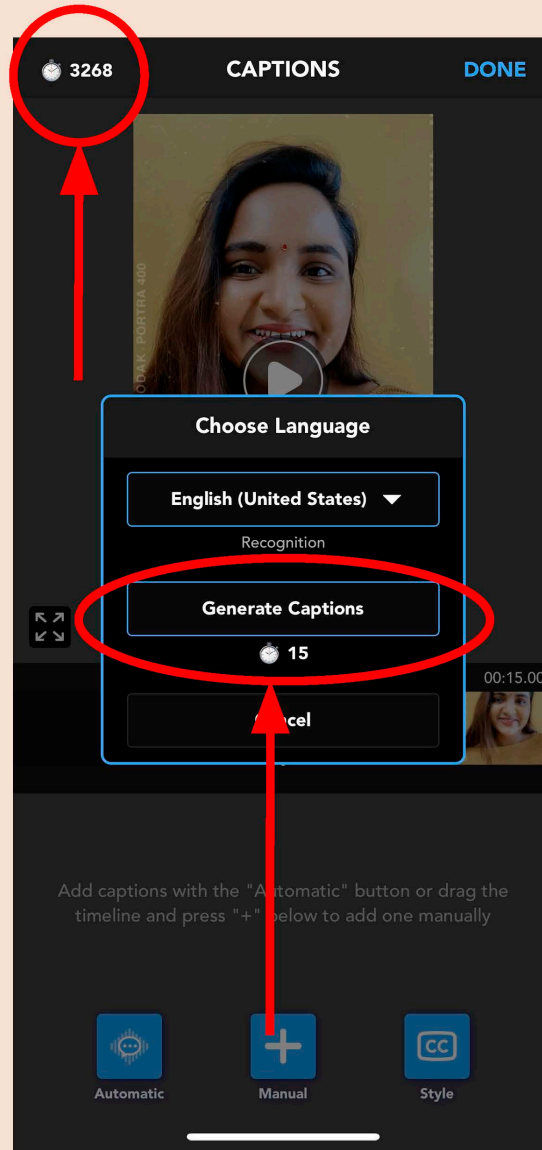
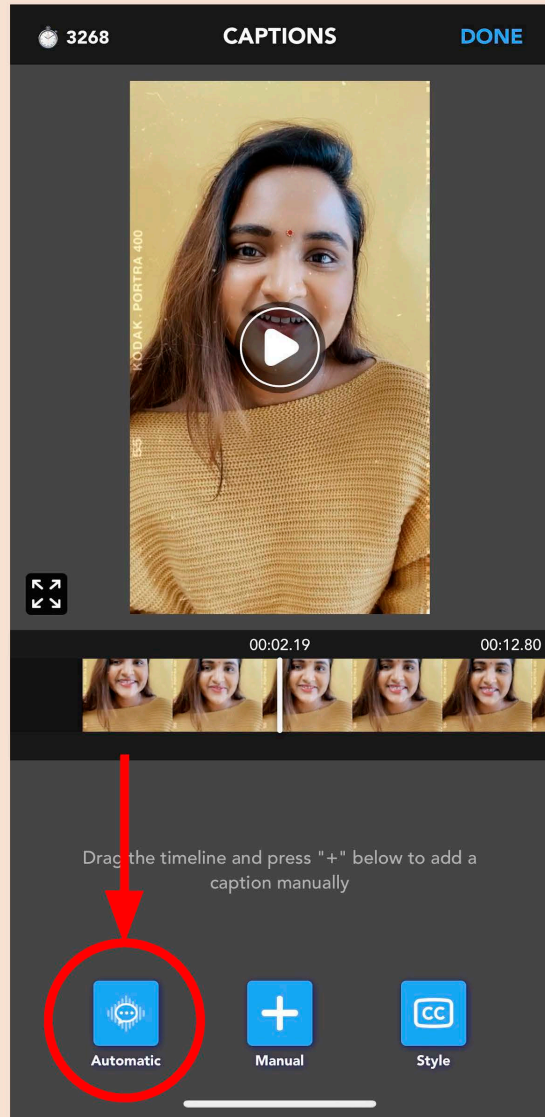


CBC News: The National ✓

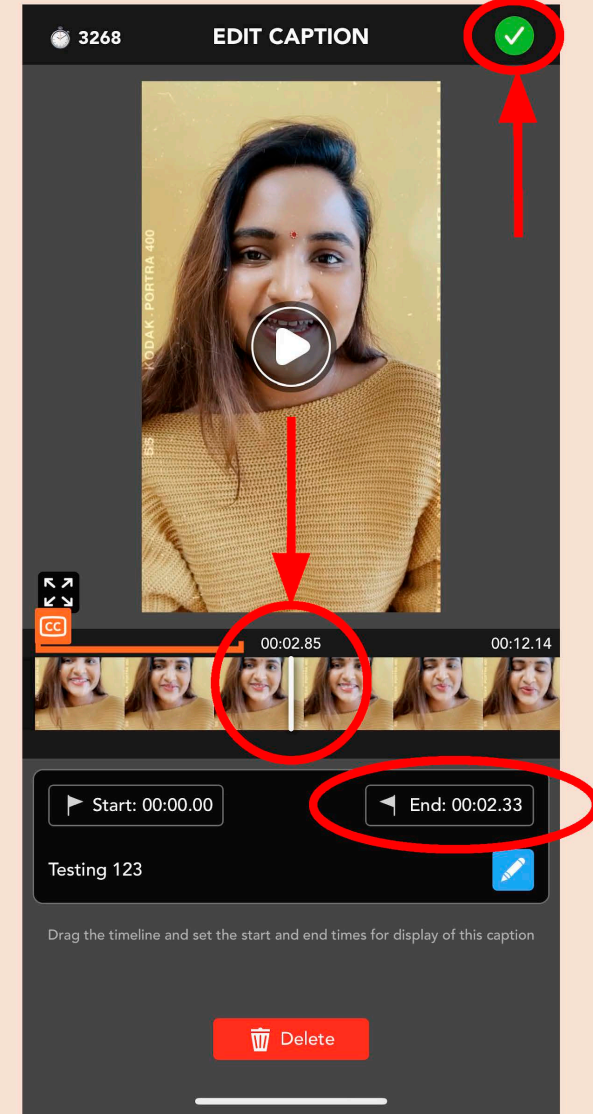
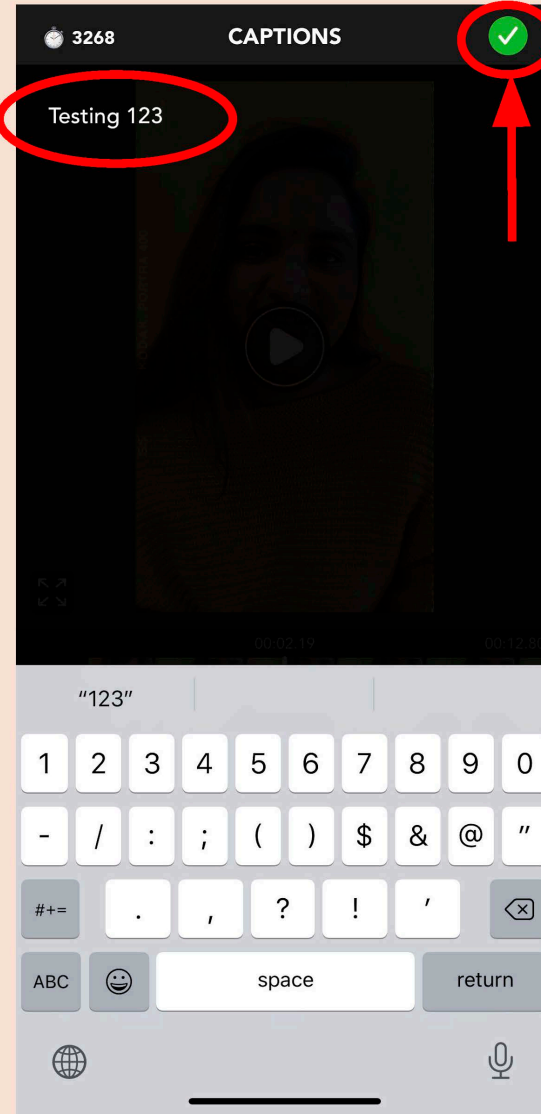
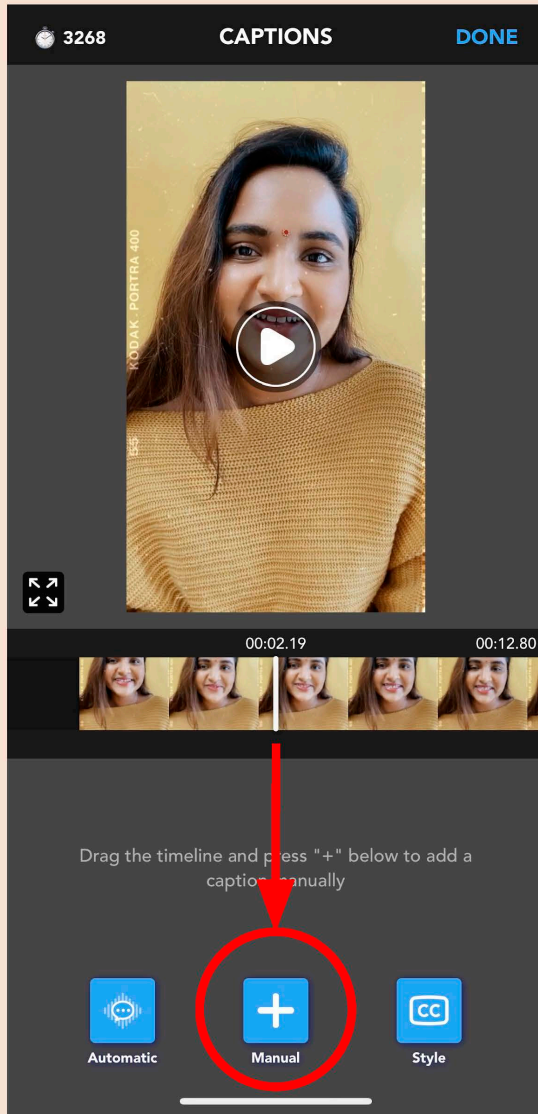
4 hrs · 🌐

Yes, mosquitoes are annoying, but no, they won't give you COVID-19.

# \*Paid workflow\*



# \*Free/Manual workflow\*









# Home

Search conversations...



## Agenda Today






The Video Essentials Workshop  
11AM-2PM



 Record

 Import audio/video

## Recent Activity

-  59b1f9a1bd464f2ba82b765e7429c... is ready 18h
-  01102020\_135516 is ready 18h
-  IMG\_2833 is ready 7d
-  Kat-4 is ready 10d
-  Katy-1 is ready 10d

ACCOUNT

5999 mins left

### Premium Plan

Minutes reset in 30 days  
Next charge on Jun 09, 2020



# Katy-1



Edit



## SUMMARY KEYWORDS

jenny video helped customers experience worked steered delivering polished business easier consume workshop  
 making good organize katie words emphasis content



0:00

It is 2020, and if you are not leveraging video inside of your business, what in fresh hell are you doing? My name is Katie Prince. I am a sales coach for entrepreneurs. And when I worked with Jenny Jay on some video content for my coaching program, it was a game changer for me. That's that's the only way I could describe it. It changed the freaking game. Let me tell you why. Not only did Jenny help me organize my thoughts and my ideas into a flow that actually made sense for my customers, but she also just knows how to put this stuff together. Okay, sure. I can take a good photo for Instagram, but I don't have like, the knowledge and the experience, frankly, of what a polished professional video looks like. I don't, and I'm okay admitting that. So when I was working



1:00

with Jenny, she helped me think about the experience of the person who was going to be watching the video. She helped direct me so that the video was easier for her to edit so that it will be easier to



0:00

2:11

1x





Katv-1



Edit



name is  
video co  
describe  
thoughts  
how to p  
knowled  
okay adr



1:00

with Jen  
video. Sh  
consume  
as time v  
value. I k  
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A-Pro at  
that you



1:53

So if you

0:22

1x

### Export Text



- CLIPBOARD
- TXT
- DOCX
- PDF
- ✓ SRT**

Export format

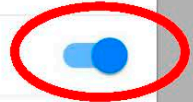
Filename: Katy-1\_otter.ai

.srt

Include speaker names



Add line breaks automatically



Max number of lines

2



Max characters per line

32






No preview available for SRT




2:11





- Video Actions ▾
-  Video Stats
  -  Closed Captions
  -  Download Video
- [Remove Video](#)

## Closed Captions




---

English  

[Add Closed Caption](#)

---

Upload an [SRT file](#) to add a caption to your video. 

*Alt Text + Image Descriptions*



justaskjenny  
Add Partner...  
Tkaronto

# Deepa Mehta's newest film 'Funny Boy' is deeply problematic

\*And here's why it's especially important for every  
Canadian to understand, and what you can do about it.



Tag People

@justaskjenny



Edit Alt Text



Cancel

Alt Text

Done

Alt text describes your photos for people with visual impairments.

Slide with text: Deepa Mehta's newest film 'Funny Boy' is deeply problematic. \*And here's why it's especially important for every Canadian to understand, and what you can do about it.

Slide with text: 'Funny Boy,' the film, is an adaptation directed by Deepa Mehta (a Canadian-North Indian filmmaker), based on the original 1994 novel by Shyam Selvadurai, a Sri-Lankan


Slide with text: The tagline for the film reads that this film is about: a young Tamil boy growing up gay in Sri Lanka during the deadly Tamil-Sinhalese conflict.

Slide with text: The film is not just set against the backdrop of the civil war but makes the civil war a character itself.

Slide with text: Excluding one actor, everyone who plays a prominent role in this film (as Tamils) were Sinhalese.

Slide with text: This film was funded largely in part by Telefilm, Canada, and has been chosen as Canada's Oscar contender.

← **New Post** Share

 Write a caption...


Tag People >

Tag Business Partner >

Add Location >

Toronto, Ontario Scarborough Bluffs Tkaronto Sc

Post to Other Accounts >

 justaskjenny

Facebook

Twitter

Tumblr

Advanced Settings >

← **Advanced Settings**

**Comments**

Turn Off Commenting

You can change this later by going to the ... menu at the top of your post.

**Preferences**

Share Your Posts to Facebook

Automatically share your photo and video posts to Facebook.

**Accessibility**

Write Alt Text >

Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.

THE FIVE C'S

# 5. Correction



“Every callout has an entire history’s  
worth of unsaid context behind it,”

– *Lily Zheng*

1. De-centre yourself.

*It's bigger than you.*

## 2. Acknowledge.

*I appreciate and acknowledge this, and I'll process this first before circling back to you.*

## 2. Acknowledge.

*Thank you for pointing this out, and I'll process this first before circling back to you.*

### 3. Appreciation

*I appreciate the emotional labour it took  
for you to share this with me.*

## 4. Apology + Reparations

*I understand and apologize for the impact of my words. As a form of reparations, what would be most helpful? OR, As a form of reparations, I have                     .*

## 5. Commit to doing better

*This is how I will continue to be conscious  
of this moving forward.*

Acknowledge harm,  
recognize impact,  
commit to being better.





Sometimes, this is easier to do  
with strangers.

# Understanding Intersectionality





Today, you made a promise.

To continue *your* journey...

# jennyjay.ca/unlearn

← → ↻ jennyjay.ca/unlearn ☆ m G 2 P ... R | Other Bookma

Apps Productivity Sisterhood Media The Double Jay C... Banking/Important Oppourtunities Assets Doc things Blogs I follow ★ Bookmarks DuckDuckGo — P... Recipies

## *An Unlearning Resource List*

Curated by *Jenny Jay*. Last updated December 2020.

The Theory [And 'Basics'] made simpler

[Sex vs. Gender & Gender Expression \[Article\]](#)

[What is \(and the evolution of\) Digital Blackface \[Article\]](#)

[Why cisgender folks should share their pronouns \[Article\]](#)

[Why the 'model minority' is just a well-marketed myth \[Article\]](#)

[The complexity of Islamophobia \[Article & Interview\]](#)



Questions?