

Inclusion Through Visibility: Sharing Our Stories



What You'll Learn Today

- The mission and work of Rooted in Rights
- Why storytelling matters
- Ways to use storytelling in social media, video, and blogging to build a more inclusive community



Mission - To tell authentic, accessible stories that empower our community to advocate for disability rights



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What we do - Produce videos and social media campaigns exclusively on disability rights issues

What We Do at Rooted in Rights

Clark Matthews

Lead Producer

- Write and produce original video content and campaigns
- Collaborate with community and organizational partners

Emily Ladau

Blog Editor-in-Chief

- Read through blog post submissions
- Work with writers to prepare blog posts for publishing
- Manage posting schedule

Why Does Media Representation of Disability Matter?

- Media can influence how we understand ourselves and others, and how decision makers understand their constituents
- Accurate portrayals of disability are lacking in mainstream media

Why Does Media Representation of Disability Matter?

- While 20% of the U.S. population has a disability, less than 2% of all television characters are disabled
- 95% of top TV show characters with disabilities are played by non-disabled performers

** Source: The Ruderman White Paper on the Challenge to Create More Authentic Disability Casting and Representation on TV; 2017*

Building Inclusion Through Writing

- Blogging is a powerful tool to connect with the disability community and create change.
- We all have the power to support others to share their stories.



Building Inclusion Through Video

- Strong connection to audience
- Fun, entertaining, popular
- Quick and easy to consume
- Easy to share via social media
- Contain a lot of information
- (Can be) very accessible



Using Social Media to Include the Disability Community in the Conversation

When posting, ask yourself:

- What's important to you?
- Why do you want to share something about a particular disability issue?
- How can your connections and followers take action?



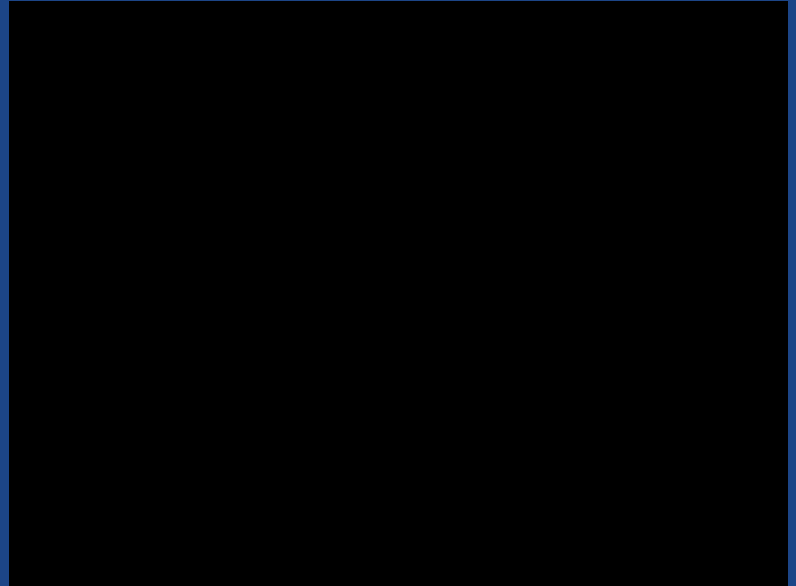
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Highlight disability inclusion success stories

Celebrating the Disability Community's 2017 Wins

By [Alaina Leary](#)

Tuesday, January 2, 2018



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Shine a spotlight anytime folks are excluded

In Case of Emergency, What Happens to Disabled Students?

By [s.e. smith](#)

Tuesday, June 12, 2018



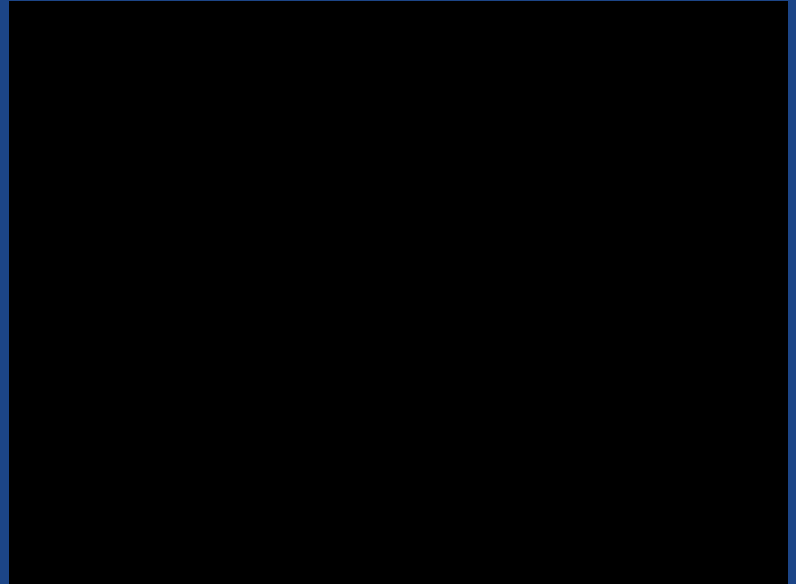
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Insert disability into mainstream conversations

When Do I Get to Say “Me, Too?”

By [Nina Ferrari](#)

Wednesday, March 21, 2018



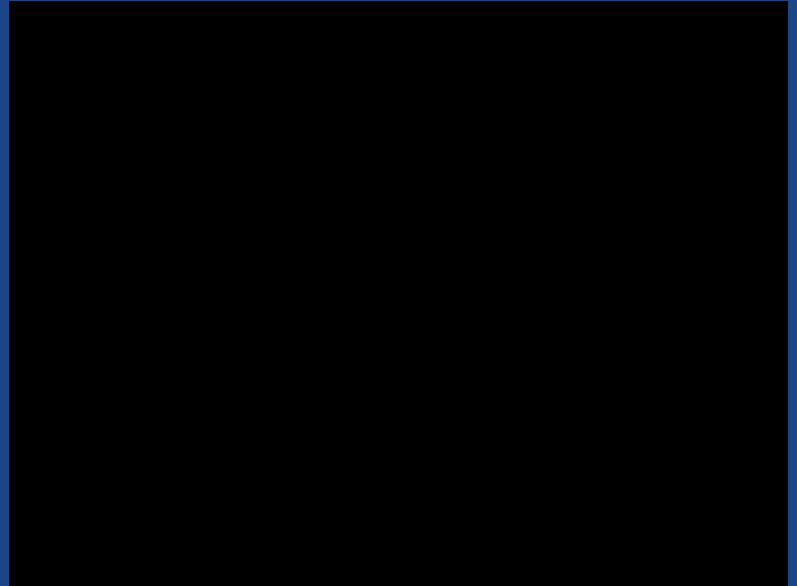
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Frame issues from intersectional perspectives

Sharing My Truth About Incarceration with Mental Health Disabilities

By Eldorado Fleetwood Cadillac Brown

Monday, November 6, 2017



Media Accessibility

- Captioning
- Audio Description
- Transcripts
- Alt text & Image Descriptions

Let's practice developing a story for a blog or video!

- What is the issue?
- Why is it important and how does it relate to disability rights?
- Why are you the one to tell your story?
- Who's your audience?
- What's your call to action?

Submit to the Rooted in Rights Blog

Need a platform to share your story?

Pitch it to us!



4 Activists Who Make Me Proud to be Disabled and Transgender

Thursday, June 14, 2018

As a disabled, transgender person, I don't have a lot of role models. To understand what it means resist ableism and transphobia at the same time, I started researching the history of our community. Here are four disabled, transgender people in whom I take pride: Few people are as important to transgender history as Marsha



In Case of Emergency, What Happens to Disabled Students?

Tuesday, June 12, 2018

One of my most vivid third grade memories involves a fire drill. While the bells clamored overhead, we dutifully streamed out the door of our ground-level classroom, proceeding down the ramp to our required assembly point on the playground, near the swings. But one of my classmates wasn't with us: A student with Down syndrome



Ban Inaccessibility, Not Plastic Straws

Thursday, June 7, 2018

Straw or no straw? This question has become the topic of debate in cities all around the world. While there's no denying that disposable plastic straws create issues for the environment, calls for an outright ban on them are problematic. To the average nondisabled person, a plastic straw seems like a nice-to-have accessory, but for

- The Rooted in Rights Storytellers Series features videos by and for people with disabilities.
- Storytellers work with the Rooted in Rights team to develop scripts, shoot videos, edit the final product and share them with the world.
- Since 2016, videos on a range of disability rights topics have been produced by Storytellers from around the world and we have covered 16+ topics.
- Storytellers is just one model for video advocacy. There are lots of other ways, and you can do it too!



In Summary...

- Tell your story!
- Highlight disability inclusion success stories
- Shine a spotlight on times where folks are excluded
- Insert disability voices into mainstream conversations
- Frame issues from intersectional perspectives

Any questions?
Come see us at our table!

Contact us to get involved!

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Pitch an idea for a blog:

rootedinrights.org/blog

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