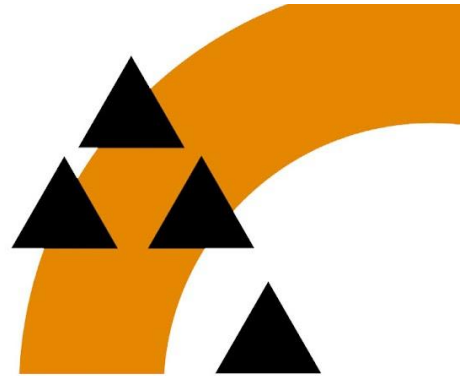
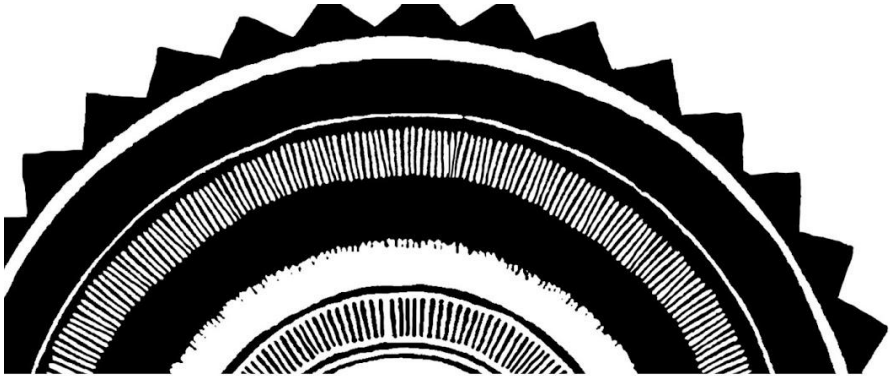
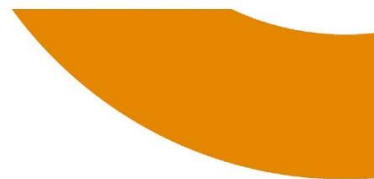




SOUL FIRE FARM



BEYOND HEROES: A GUIDE FOR THE MEDIA



Beyond Heroes: A Guide for the Media

A Soul Fire Farm Guide to Accurate Reporting on Social Justice Work

This society is obsessed with the “hero narrative,” imagining falsely that Dr. Martin Luther King Jr was responsible for the Civil Rights Movement or that Vandana Shiva is responsible for ecofeminism. The truth is that movements are comprised of many organizations and individuals taking risks, demonstrating leadership, and contributing ideas and work. The media has a role in telling this truth.

Don't	Do
Center your story on only one organization.	Uplift the contributions of several organizations, especially those who are covered by media less often including in the South and those led by our elders. Learn more about BIPOC farming projects here .
Limit your interview requests to the founder(s) or leader(s) of an organization.	Ask to interview staff, volunteers, participants, and/or organizers who are part of the team.
Refer to team members as helpers, assistants, sidekicks, “staff of the founder,” or other descriptors that erase their leadership.	Refer to team members by name and title/role in a way that uplifts their unique contributions. Convey that each team member fills an essential role in the organization.
Craft the narrative of your piece around a singular “hero.”	Complexify the narrative to show the leadership contributions of several members of the team.
Conduct an interview with a team member and then decide not to use any of their words or mention their name. Use interview time to primarily ask questions about founders/leaders.	Research team members in advance to increase the chance that those participating in a full interview will be included. Include a sentence acknowledging each person who you interviewed by name.
Superimpose your own narrative, ex. “Founder comes in and saves the day” over the actual words and experiences of the people telling their story.	Amplify the words, stories, and analysis of the team. Fact check your stories with interviewees before publishing.
Compromise the security of our movements or the privacy and dignity of our healing and learning spaces by insisting on media presence in restricted spaces.	Attend our public events and press conferences. Lend us a camera to record on our own terms. Use our archive footage. Conduct interviews with those who consent.

Learn more about the members of the Soul Fire Farm team [HERE](#).