# Tell Your Own Story

Working to improve diversity in the media.
Empowering everyone to share their stories.
Reducing stereotypes, fostering empathy.



 @tyos_project    TYOS Project    TYOS Project

info@tyos.ie          www.tyos.ie

UNIVERSITY OF LIMERICK OLLSCOIL LUIMNIGH    N4    I LOVE LIMERICK.com    LIMERICK VOICE    wired fm

## Who we are

Tell Your Own Story **tackles the need for diversity** in the media.

We work with people whose voice isn't usually heard - people of different ethnic backgrounds, gender identities and age groups and people with disabilities.

We provide training so these stories can be told and facilitate their publication in local print, radio and digital media.

Our **aim is to reduce stereotypes** and prejudice..... through a sustained presence in local media.

Our **vision is social inclusivity** in Limerick.



## Why? - our motivation

There is an increasing number of racist incidents nationwide and in the Mid-West Region.

### Lack of knowledge causes stereotypes and hostility

Stereotypes are created and altered based on
- first-hand and single experiences with members of stigmatised groups,
- second-hand information from sources such as mass media, friends, and family.

Power of the media:
- Prolonged exposure to biased media content has the potential to cause highly automatic stereotypes and behaviours towards the 'Other'.

### Representation of diverse groups

There is a lack of diversity of staff employed in media organisations - this leads to biased ways of portraying the 'Other'.

As a consequence, the media do not reflect the population structure and contribute to ongoing stigmatisation.



## What we do

We work for a more balanced representation of the rich multiculturality in Limerick by...
- **providing** a space for people of diverse groups to tell their story... with a focus on what we all share
- **training** members to become producers of these stories
- **collaborating** with journalists, psychologists and intercultural communication experts
- **facilitating** the publication of these stories

## Working for and with the city

**We put SDG 16 into practice:**
- Working for local media organisations to become inclusive institutions, for access and civic participation of all.

**We engage with Limerick City & County Council:**
- Limerick Local Economic and Community Development Plan, INTEgreat, Limerick Migrant Forum.

## How we work

Our members...
1. learn to appreciate what we all share
2. become aware of their roots
3. find an anchor in our group
4. brainstorm and design
5. learn how to tell stories
6. collect and produce material
7. edit and publish their stories



## Our stories...

- give a voice to those who aren't often heard
- show universal and shared human experiences
- facilitate understanding of cultural differences
- expand readers' knowledge and understanding of 'the Other'
- help to build bridges between cultures
- contribute to a more pluralistic media landscape
- promote respect and inclusivity