Inclusive Communications Guidelines

This document was created to ensure that all communications are inclusive, representative of the people we serve, and demonstrate Pacific Science Center's commitment to enabling access for all. In addition to adhering to these guidelines, those regularly creating external communications are encouraged to participate in Anti-Racism training and share the progress of their work with the IDEA committee.

Applies to all PacSci External Communications.
Especially relevant for all members of the Development and Marketing departments.

Language Guidelines:
- Use *people-first* language to frame issues of access, ability, and diversity. For example: "youth experiencing homelessness" is preferable to "homeless youth."
- Avoid creating a sense of charity or 'othering' among donors toward other community members.
- By using the collective 'we' (as opposed to 'they' or 'them'), communications allow the reader to see themselves as both a part and beneficiary of Pacific Science Center's mission.
- Quotes or references to an individual should be done so with the explicit consent from that individual or their guardian.

Image Guidelines:
- All photographs of individuals will be used only with the explicit consent with that individual or their guardian.
- Photographs should be representative of the diverse community that PSC serves. This includes, but is not limited to, representations of different gender identities, ages, cultural backgrounds, sexual orientations, physical abilities, appearances, and socio-economic backgrounds.
  - Representations of gender identities may include individuals wearing symbols of gender-queerness, trans identities, or Preferred Pronoun Pins. Representations of sexual orientations may include individuals wearing symbols of the LGBTQIA flag or other recognized symbols. Photos of PacSci Staff should use these Pins/Symbols when possible.
  - Diverse populations should be intentionally included but not over-utilized in PacSci communications. Consider the broad context of communications for a program or initiative to ensure the photography represents the entire population served.
- Existing stereotypes and implicit biases must be addressed when choosing photographs or images to ensure that these stereotypes and biases are not reinforced in PacSci communications.
  - Activities should not appear to be gendered (i.e girls decorating vs boys building)
  - Be mindful of using photos of people of color in relation to charitable giving. Ensure that our communications do not reinforce the common stereotype that low-income communities are exclusively communities of color.

Public Representatives:
- Care should be given when selecting speakers, particularly youth, for public events (i.e. Foundations of Science Breakfast) so that existing stereotypes are not reinforced and the speaker is empowered to tell their story in the way most comfortable to them.