

A close-up photograph of a person's hand holding a crystal ball. The crystal ball reflects a street scene with buildings and a car. The background is blurred.

Visual **Storytelling** in our new world

Tara Todras-Whitehill

Visual storyteller and communications
agency founder



- Photos featured on more than 20 front pages

of The New York Times



A hut for menstruating women in a village in western Nepal. Each hut, at least one woman or girl dies in these huts from exposure, smoke inhalation or attacks by animals.

Nepal's grim superstition

TURNAKHAND, NEPAL

In the rural west, women are banished from home while having their periods

BY JEFFREY GETTLEMAN

Not long ago, in rural western Nepal, Gauri Karmali Baryal was the light of her village. Her strong voice echoed across the fields as she herded cows. When she walked down the road at a brisk clip, off to lead classes on birth control, many admired her self-confidence.

But last January, Ms. Baryal's 15-year-old body was carried up the hill, a stream of men carrying her behind her. Her remains were buried, her clothes given away. The little hut where she was presumed to have died during her menstrual period — and where she died — was smashed apart, erasing the last mark of another young life lost to a deadly superstition.

"I still can't believe she's not alive," said Dhanraj Bhandari, her father-in-law, half of regret, sitting on a rock, staring at the hills.

In the corner of Nepal, deep in the hills, women are banished from their homes while they have their period. They are considered polluted, even

toxic, and an oppressive regime has evolved around this taboo, including the construction of a separate hut for menstruating women to sleep in. Some of the spaces are as tiny as a closet, with walls made of mud or rock. Ms. Baryal died from smoke inhalation in hers as she tried to keep warm by a small fire in the better Hindu-style house.

Each year, at least one woman or girl — often more — dies in these huts from exposure to the cold, smoke inhalation or attacks by animals. Just this June, another young woman was found dead in a menstruation hut, bitten by a snake. Her family tried to cover up the death, the police said, by destroying the hut and quickly burying her body, but the authorities suspected it and are investigating what happened.

The practice is called *chikouadi* (pronounced CHIK-oh-dee), from Nepali words that mean someone who has an impurity, and it has been going on for hundreds of years. But now the Nepali government and advocates for women are trying to end it. Starting in August, for the first time, it will be a crime to force a menstruating woman into seclusion, punishable by up to three months in jail, though it is not clear if that is going to make a dent in the tradition.

Many women keep doing it, out of intense social pressure or even guilt, and every evening, some of them copped



During the day, menstruating women work in the fields like everyone else, though they make sure not to come in contact with other villagers; at night, they go to the huts.

green hills where little swigs of smoke fade into the darkening sky, hundreds of menstruating women and girls trudge out of their houses into *chikouadi* huts. One woman, Manjara Nepali, sheepishly showed me hers. Made of stone, it was no more than three feet tall. As Ms. Nepali bent herself slowly in half to get in, she hit her head on the tiny door frame.

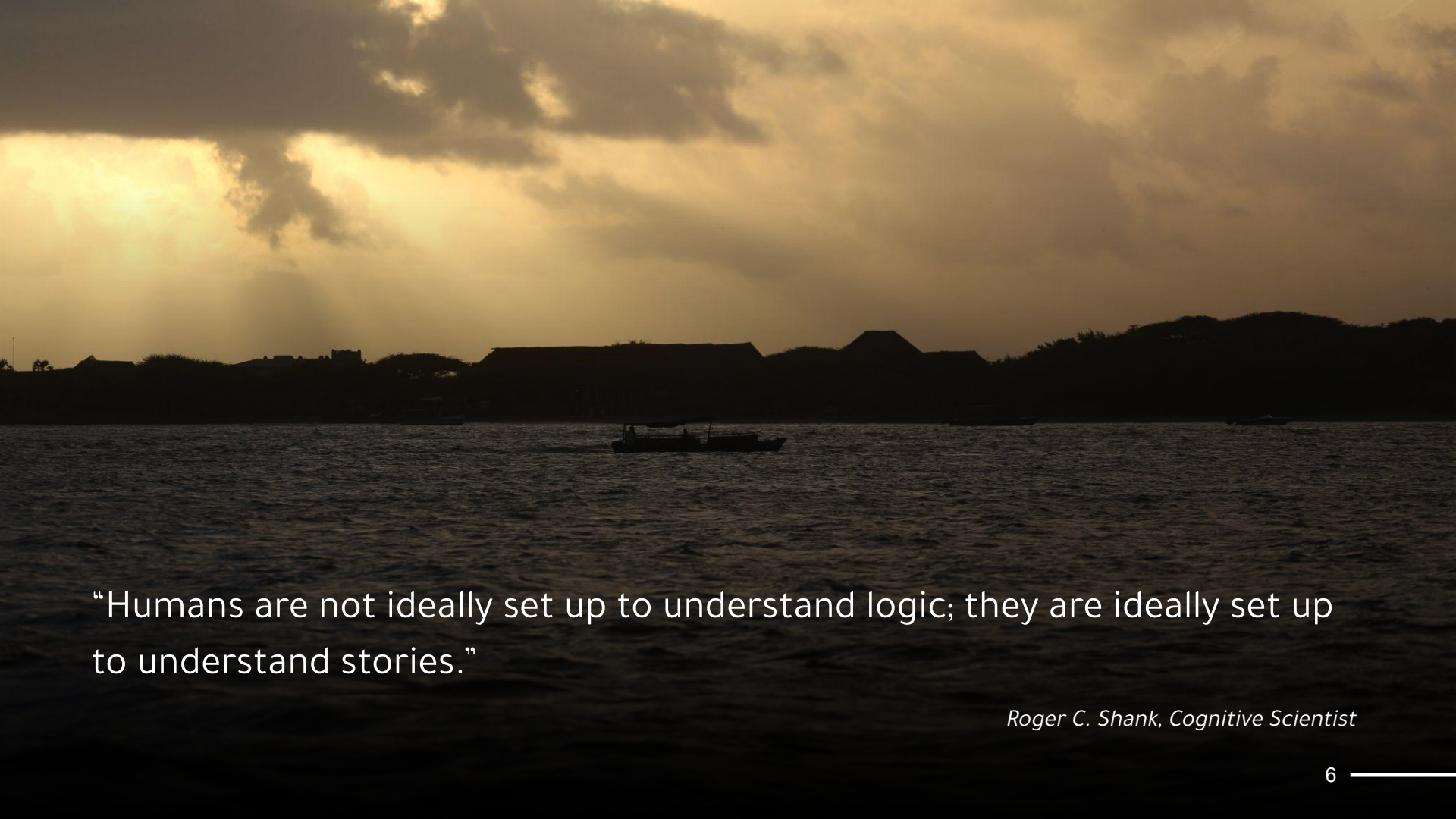
"We built this ourselves," she said, rubbing her forehead. "That's why it's not so good." Like many other women I met, Ms. Nepali, who is 30, was around 10, was different. She had been to school and worked in a government office, but her poverty, her face was deeply grooved, cheeks reddened from labor.

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- Founded and ran a **creative agency** for 6 years



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- Founded and ran a **creative agency** for 6 years
- Train **social-impact** organizations on storytelling





“Humans are not ideally set up to understand logic; they are ideally set up to understand stories.”

Roger C. Shank, Cognitive Scientist

Outline

What is **visual** storytelling?

Why do we **connect** to visual stories?

Tips for capturing online **photo** and video

Think **outside** the box examples

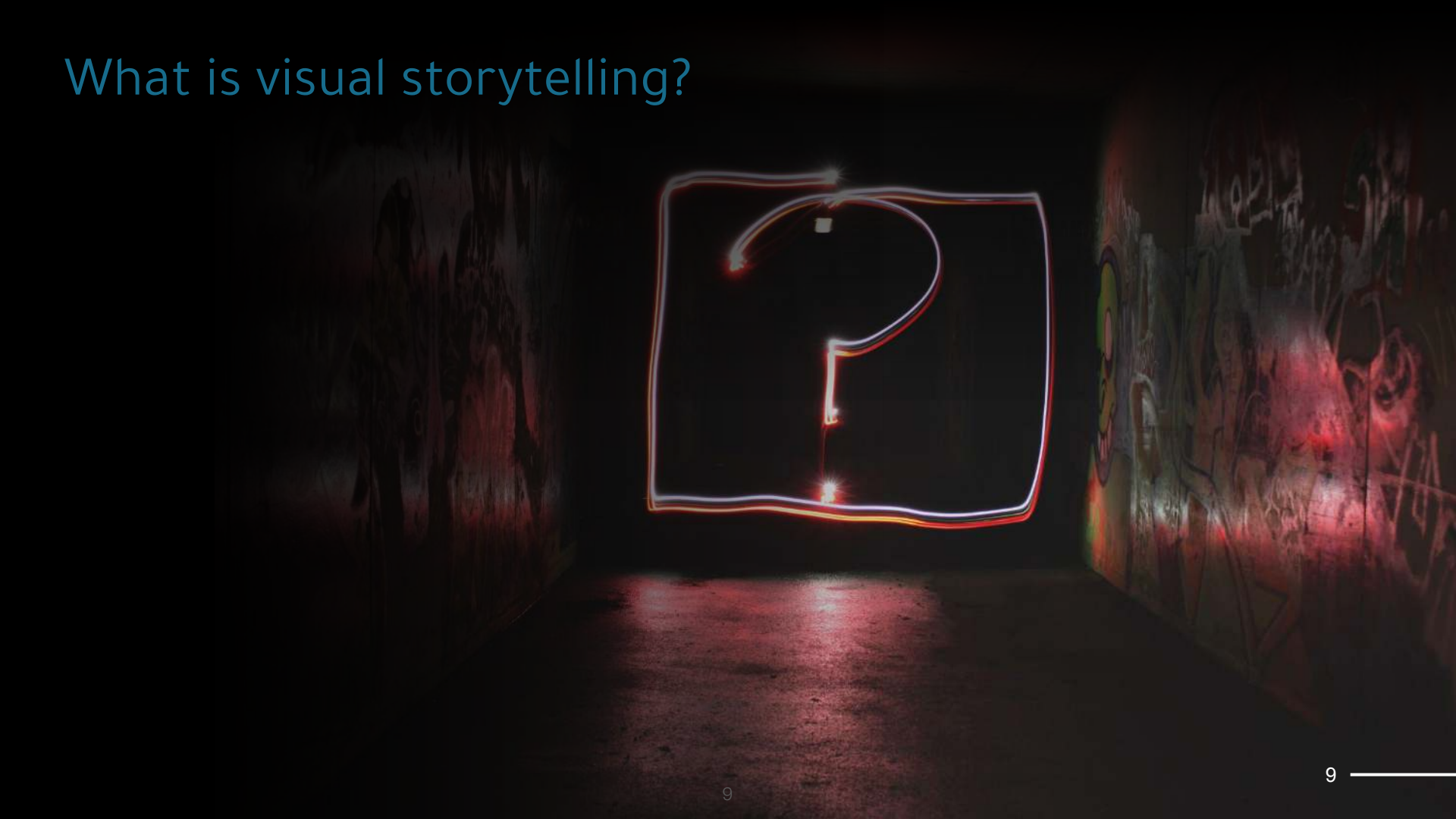
Ethical **storytelling**

What is visual storytelling?

- Photography and video



What is visual storytelling?



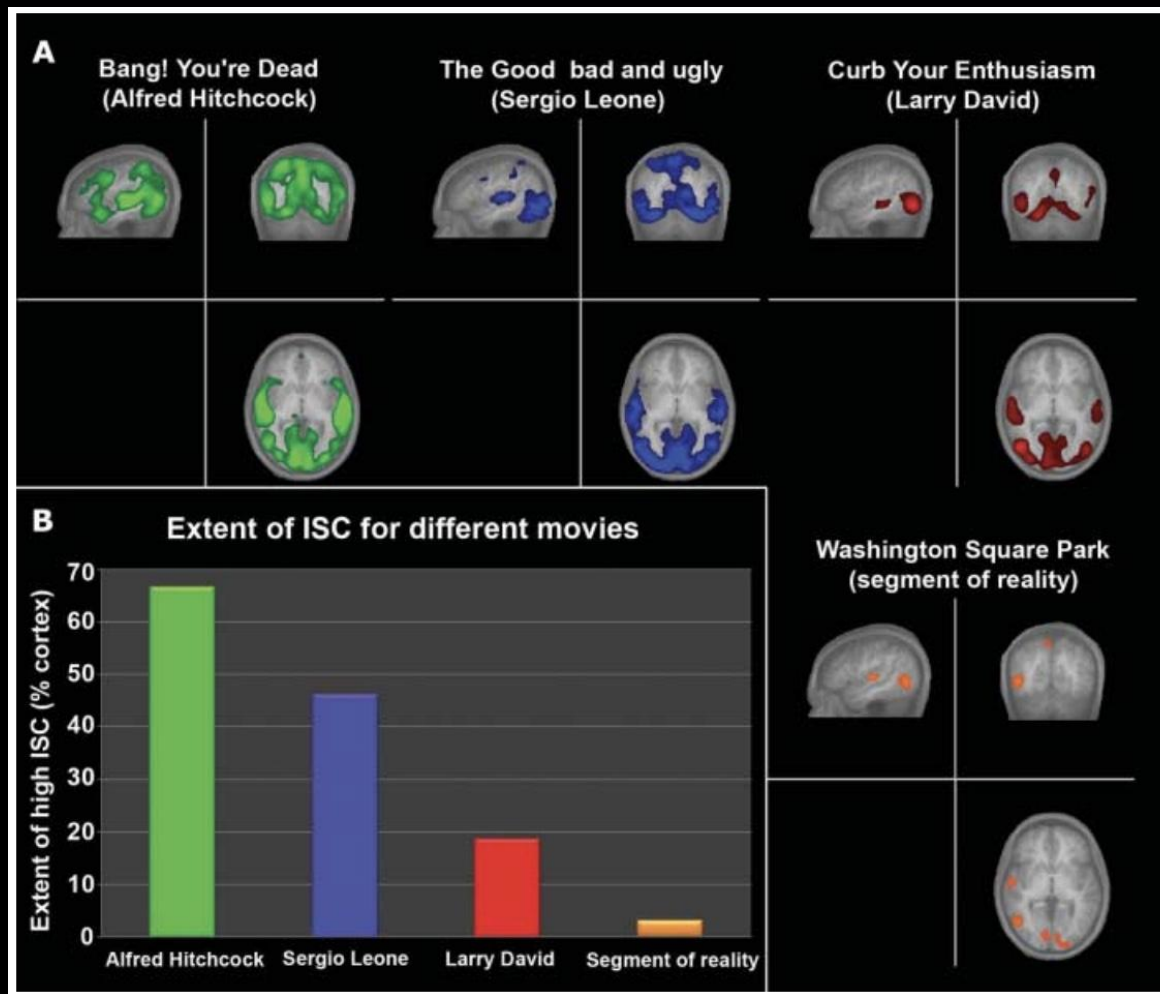
ALICE
ALICE
ALICE



Why do we connect to visual stories?

- Our brains are **wired** for stories





Why do we connect to visual stories?

- Our brains are **wired** for stories
- Makes complex issues more **relatable**



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- Visual information is retained **longer**

Why do we connect to visual stories?

- Our brains are **wired** for stories
- Makes complex issues more **relatable**
- Visual information is retained **longer**
- Visuals elicit **emotion**



Emotional investment



VISUAL IMPACT



SENSES ENGAGED



EMOTIONAL RESPONSE



FEELING OF CONNECTION



DESIRE TO SHARE

Tips for capturing online photo and video



First person
narrative

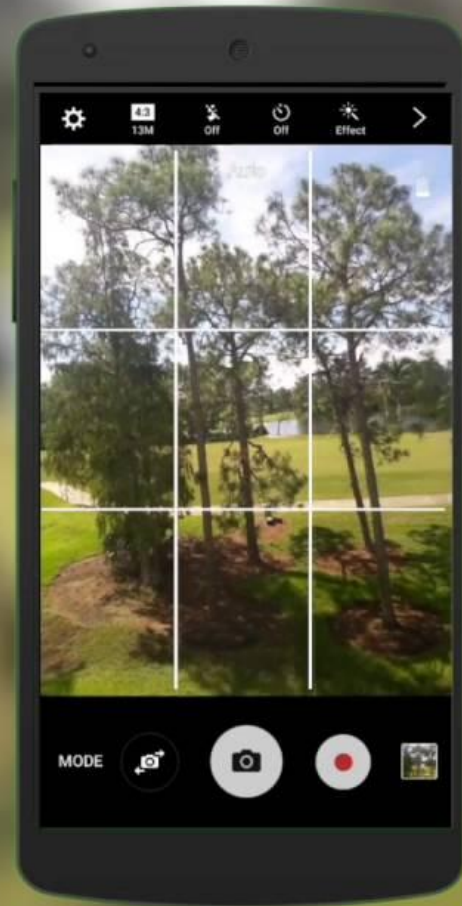
Third person
narrative





Mobile camera capture tips

Use gridlines



Experiment with
different
perspectives



Don't zoom in



Use HDR



Exposure and focus



Burst mode



Zoom photoshoots







Iranians Fleeing Persecution Find Shelter but Not Security Across the Border in Turkey

By CARLOTTA GALL

ISTANBUL — He is American, she is Iranian and they live together in a small seaside town in Turkey. Yet what they hoped would be an idyll has become a living nightmare.

Fatemeh Khoshro said that her phone buzzed constantly with threatening messages, and that she and her fiancé, Nicolas Aryan, are harassed by men they believe are agents of Iran's government. Their fears have been heightened by a kidnapping and a murder of Iranian dissidents in Turkey in recent months.

"We are really afraid," said Ms. Khoshro, who fled Iran after she was imprisoned and beaten for taking part in a street protest against rising fuel prices. "We just go to the nearest supermarket and come back. There are some men who cover their faces and come into the building and bang on our door."

his home in Sweden by Iranian intelligence agents, and then was drugged and smuggled across the border by a drug-trafficking group, the official said, speaking anonymously according to official protocol.

Another activist, Arsalan Rezaei, was stabbed to death in Istanbul in December. Although it remains unclear who was behind his murder, activists who knew him say he was receiving threats from agents of the Iranian government.

Activists are particularly concerned about what might happen to dissidents being taken back to Iran. Ruhollah Zam, who ran a popular opposition social media channel from exile in France, was lured to Iraq, where he was abducted and returned to Iran. He was executed by hanging last month.

Alireza Miryousefi, minister and head of the media office at the Iranian mission to the United Na-



YARA TUDMAN WHITSELL FOR THE NEW YORK TIMES

Fatemeh Khoshro and Nicolas Aryan photographed at home in Turkey last week via the internet.

speciation since Mr. Chaab was abducted and since women's groups in Turkey have mounted social media campaigns in support of Iranian activists, said a source

detained and hospitalized because of poor health. Mr. Mosaedi identified himself as a journalist and applied for international protection, the official said, adding that

liver, her lawyer confirmed. Then, she said, a guard sexually assaulted her. "Day and night I have nightmares about that," she said.







A bar on Istiklal Avenue in Istanbul. Electricity costs have doubled in some parts of Turkey. "We have all gone into debt in the last three months," a customer said.

Soaring Energy Bills Deepen a Crisis in Turkey

Erdogan Draws Ire as Electricity Costs Outpace Rent in Some Areas: 'We Are Devastated'

By CARLOTTA GALE

ISTANBUL — It began with a few estranged customers posting photographs of their electricity bills to social media, showing how charges had almost doubled at the end of January. But such complaints have quickly snowballed into a full-blown political crisis for the government of President Recep Tayyip Erdogan of Turkey.

Turks have been hit with runaway inflation — now officially more than 44 percent — for several months, and criticism is growing even from Mr. Erdogan's own allies as he struggles to lift the country out of an economic crisis. The Turkish lira has sunk to record lows, and the government



Bar Tunc, left, who owns a restaurant in the northern city of Adana, said last month electricity bill was higher than his rent.



Tips for online interviews







Brittany Bennett
Data Director, Sunrise Movement



 TikTok
@itsjoekent

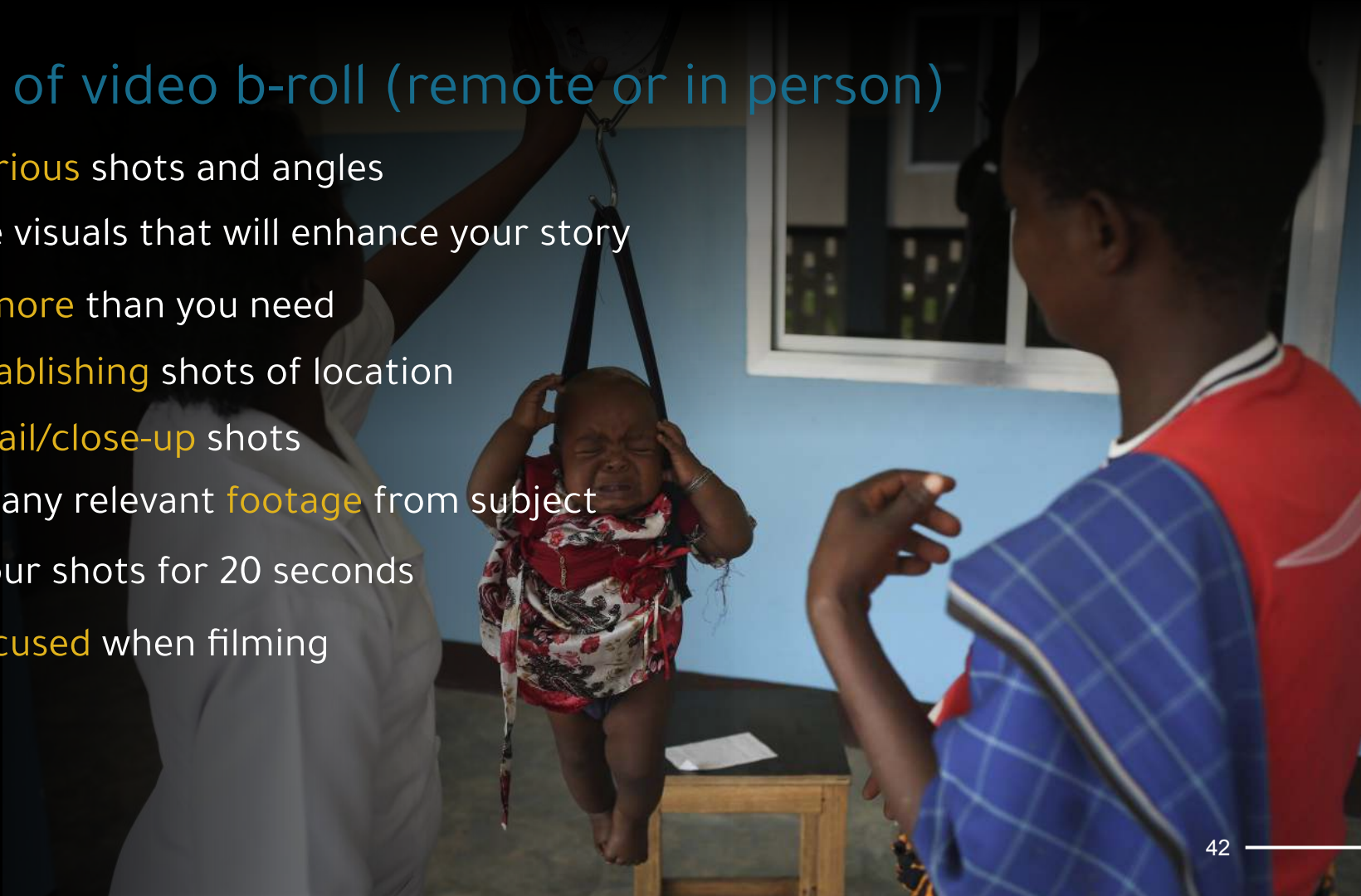


Basics of video b-roll (remote or in person)



Basics of video b-roll (remote or in person)

- Film **various** shots and angles
- **List** the visuals that will enhance your story
- Shoot **more** than you need
- Get **establishing** shots of location
- Get **detail/close-up** shots
- Ask for any relevant **footage** from subject
- **Hold** your shots for 20 seconds
- Stay **focused** when filming





**Think outside
the box
examples**



Protect and grow your money!

A game about the risks and rewards of financial services in Sub-Saharan Africa.

Play as
Ms. Bello

You are Ms. Fatima Bello, an 18-year old student. You are enrolled to study business at a college in the city. You are supported by a scholarship and by your parents, who work as farmers in your home village. To earn money, you work in your uncle's market stall on the weekends, selling vegetables grown by the farmers back home.

You'd like grow the family vegetable business. You also need \$100 for school registration fees. The semester starts soon.

Play as
Mr. Chiwambu

You are Mr. Arthur Chiwambu, a 55-year old bus driver. You have worked for the same bus company since you learned to drive at age 18. Your five children have now grown. For the first time, you can save a little money for your dream: to buy a bus and become your own boss. You keep your savings at home. But as your savings grow, you feel more uneasy about the risk of theft.

You need to find a better savings solution. You also still need about \$1,000 to buy your bus.



CHAPTER 1

MEMUNATU





NHS at 70: how well do you know the health service?

How have the numbers of beds, doctors and female GPs in the NHS changed since its foundation in 1948?

Sketch your guesses to see how well you understand 70 years of evolution in Britain's health service.

» [NHS at 70: all our anniversary coverage in one place](#)

Pamela Duncan, Josh Holder and Antonio Voce

Mon 2 Jul 2018 11:01 BST



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93

The National Health Service treated its first patient on 5 July 1948. In the intervening 70 years the healthcare system has transformed dramatically. It is now one of the world's largest employers, treating more than 1.4 million patients every day in England alone.

Explore how the NHS has changed in 70 years by drawing your guesses on the charts below.



How has the number of beds in the NHS changed? There were over half a million in 1951

500,000 beds

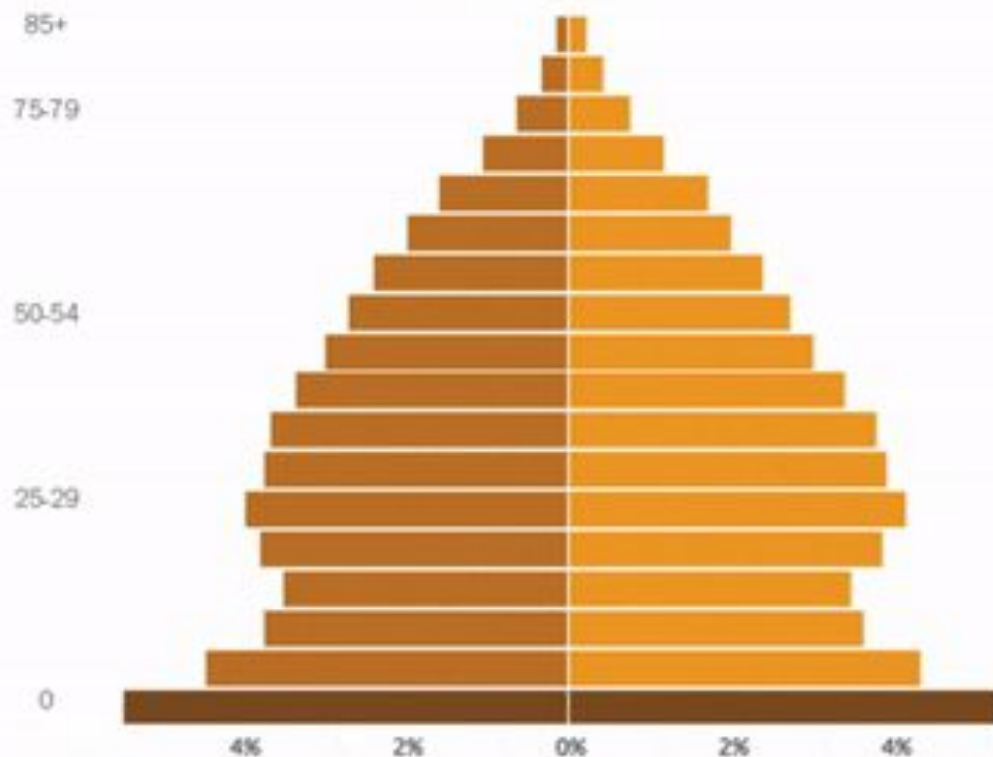
Percent of U.S. Population by Age Group, 1950-2060

■ Baby Boomers

MALE

1950

FEMALE



One Night on a Private Garbage Truck in New York City

By Al Shaw, ProPublica, and Kiera Feldman, the Investigative Fund, January 4, 2018

New York's residential trash is hauled away by the city, but private companies collect trash thrown away by businesses. Every night, an army of private trucks zig-zag across the city, making hundreds of stops each. Facing far more dangerous conditions than city workers, these drivers often work longer hours for less money. Follow one driver's route in August 2016. [| Related Story »](#)

7:45 p.m.


Time

0.8

Miles Traveled

PAUSE

RESTART ↺



Alex Caban starts his route in Brooklyn's Crown Heights neighborhood around 7:30 p.m.

What to consider when telling ethical stories





Power dynamics



Pity based vs empathy based
vs **empowered**





Seeing the full picture





Implicit bias

Questions to consider when using visuals

- Is diversity represented?
- Is the local community involved?
- Does the text accurately reflect the visuals?
- What emotions are you trying to convey?
- Are the scenes true to life?
- Do the visuals create a story?
- Are you also showing solutions, not only problems?
- Do the visuals depict the dignity of the participants?
- Are the participants named in the captions (if possible)?



1 IT'S NOT MY STORY.



2 I DO NO HARM.



3 WE ARE ALL MULTI-DIMENSIONAL.



4 CONSENT IS MORE THAN PAPERWORK.



5 I AM BIASED (REPEAT).



6 I DO MY HOMEWORK.



7 I AM EMPATHETIC.



8 I PROTECT OTHERS' DATA LIKE IT'S MY OWN.



9 TRUTH OVER HEADLINES.



10 A STORY CAN CHANGE THE WORLD.



The Dignified Storytelling Pledge

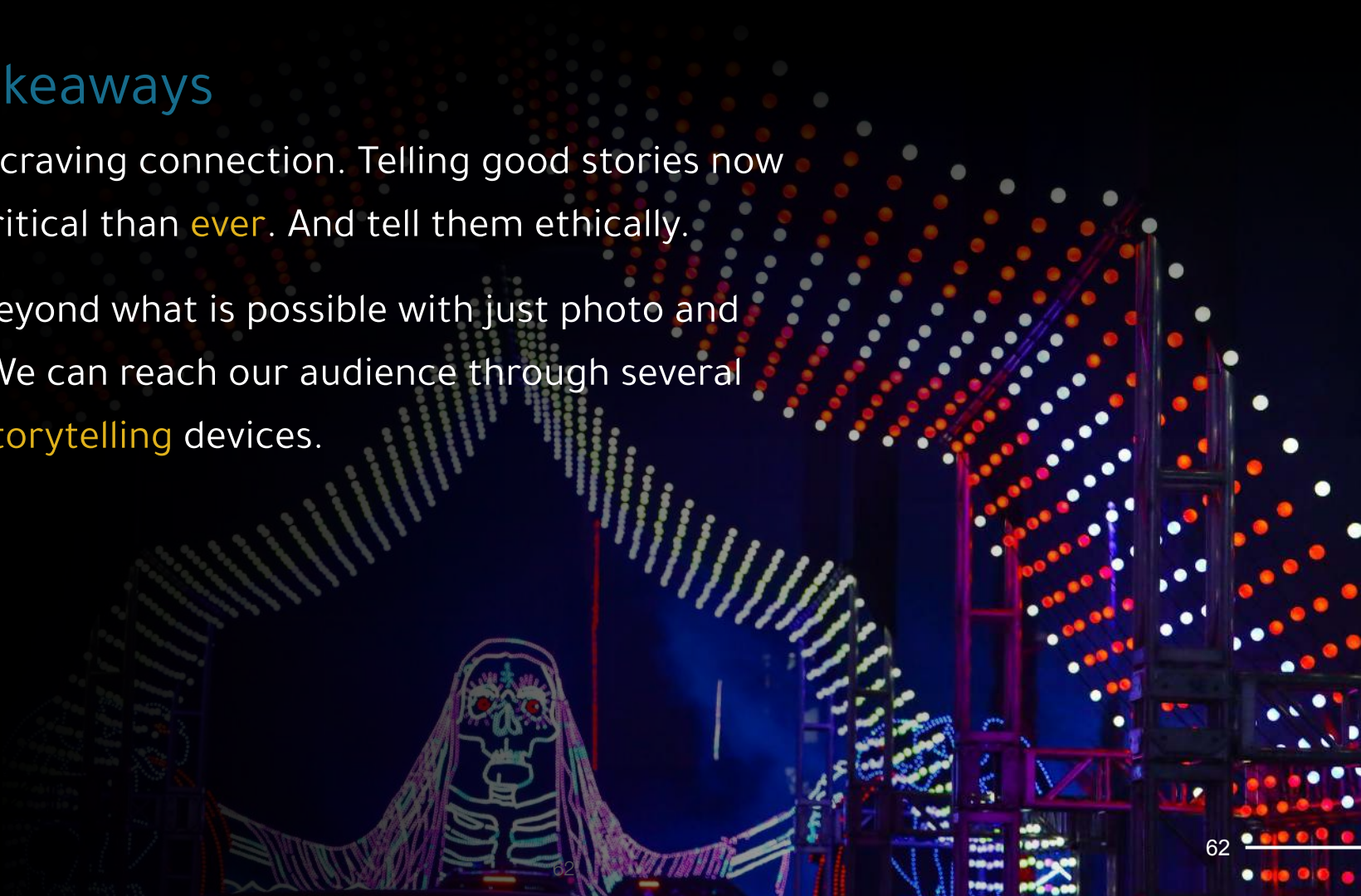
dignifiedstorytelling.com

Key Takeaways

- We are craving connection. Telling good stories now more critical than **ever**. And tell them ethically.

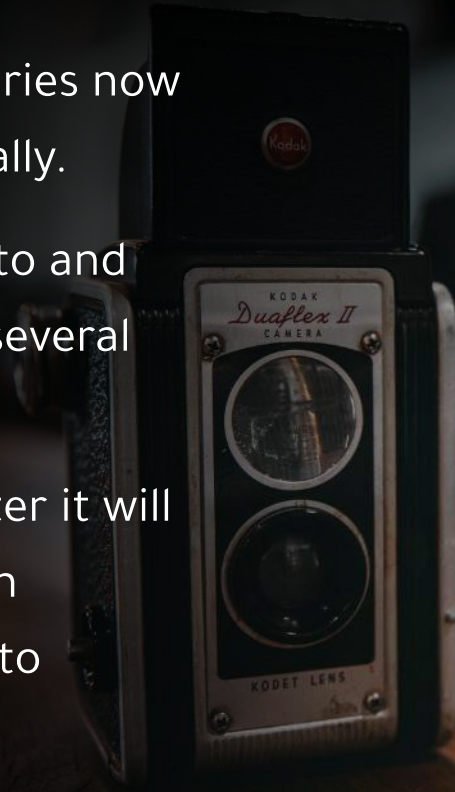
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- Think beyond what is possible with just photo and video. We can reach our audience through several visual **storytelling** devices.



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- We are craving connection. Telling good stories now more critical than **ever**. And tell them ethically.
- Think beyond what is possible with just photo and video. We can reach our audience through several visual **storytelling** devices.
- The earlier you think about visuals, the better it will be for the end project. Don't make visuals an afterthought. They are vital for **connecting** to audiences.







Please feel free to ask me questions!


Thanks!


Any questions?


You can find me at:

 Taratw.com

 mail@taratw.com

 Mastervisualstorytelling

 Taratwphoto

 taratw

