



Transplanting Traditions Community Farm’s Guide for Media

At Transplanting Traditions, we recognize that everyone’s stories are their own and that only they can decide whether and which parts of those stories to share and which not to share. If a Transplanting Traditions farmer, participant or staff member grants permission to convey their stories or stories about the farm, please use the following as a guide as you collaborate with the story-sharer.

Don’t	Do	Examples
<p>Don’t refer to any TTCF farmers as “Burmese” if they do not identify with the Burmese ethnic group. The ethnic groups currently represented at the farm are Chin and Karen.</p>	<p>Do refer to farmers by their names and/or ethnic group or as “from Burma.”</p>	<p>Say “Transplanting Traditions works alongside farmers from Burma to advance food sovereignty in the Piedmont of North Carolina.”</p> <p>OR</p> <p>“Transplanting Traditions works alongside Karen and Chin farmers (from Burma) to advance food sovereignty in the Piedmont of North Carolina.”</p>
<p>Don’t be solely guided by the benefits you will achieve from your collaboration with TTCF farmers or participants.</p>	<p>Do consider the ways your work can be as reciprocal as possible by offering the farmer or participant something in return.</p>	<p>You might offer a farmer or participant direct payment for their time and stories, or you might offer non-tangible benefits through sharing their story, like promoting their farm business. Be sure to share with them how your work or project might benefit them.</p>
<p>Don’t share information that is based on stereotypes or that creates or supports stereotypes.</p>	<p>Do think about whether you’re making assumptions or supporting false ideas about certain groups of people, and consider (without stereotyping) how others who may be different from you (e.g. in race, gender,</p>	<p>Say: “TTCF farmers bring with them a wealth of agricultural knowledge from Burma, which allows them to build diverse skill sets as farmers in the US.”</p> <p>Don’t say: “Despite being farmers without US education,</p>



	educational background, etc.) would see or read the story.	TTCF farmers are very knowledgeable about the crops they grow and they're really skilled workers.”
Don't use photos, videos, or other content from TTCF staff and farmers without giving credit to the creator and sharing the names of the people visually or audibly represented in the content.	Do use the names and roles/positions of any farmer or staff member when sharing photos, videos and other content.	Caption a photo with: “Photo of Transplanting Traditions Executive Director Hsar Ree Ree Wei, taken by Thadah Wah”
Don't use language that perpetuates the concept of the non-profit in a paternalistic role or as "saving" TTCF participants.	Do uplift the ways in which the non-profit works on behalf of and in co-creation with participants to reach goals and meet needs.	Say: “Transplanting Traditions works with farmers from Burma as they grow their farm businesses.” Don't say: “Transplanting Traditions helps farmers from Burma by giving them access to resources they otherwise wouldn't be able to achieve.”
Don't use pronouns for someone before asking.	Do ask all individuals you're collaborating with what their pronouns are.	Introduce yourself by saying “Hello, my name is Joe. My pronouns are they/them. How would you like for me to refer to you?”
Don't add or remove information from quotes that a farmer or participant shared without confirming with the translator or farmer/participant that it is an accurate representation of what they said.	Do work with the farmer/participant and translator to ensure your interpretation of what was said is accurate and complete.	Say to participants and/or interpreters: “Here is the final quote I will share in the story. Is this a correct interpretation of what you said?”
Don't publish or publicly share any information before sending it to a story-holder and translator for review.	Before publishing the work developed from collaboration with the TTCF community, do share the final version with	Say to participants and/or interpreters: “Here is the final project for your review. Could you



	collaborating individuals for final approval.	review it within the next two weeks? If I do not receive approval, it will not be shared.”
Don’t travel to the farm or private residences to meet with TTCF farmers without approval.	Do email TTCF staff to set up and confirm dates, times and locations for meeting TTCF collaborators.	Say to participants and/or interpreters: “Thank you for your willingness to share your story! I’m available on the below dates to meet and am happy to meet wherever is best and most comfortable for you. Could you confirm the date, time and location that’s best for you?”
Don’t depend on your TTCF collaboration to work out before your deadline.	Do have a backup plan if the story-holders decide not to share their stories or change their minds after they have shared it.	Get a head start on your next story or project as a backup. Also be sure to explore the variety of information we have available on our website
Don’t request an interview or meeting to address questions for which answers are available on our website , Instagram or Facebook page.	Do review our website , Instagram or Facebook page to answer your questions before reaching out.	Basic information about the programs, team members, land, annual growth, and much more is available on our website .

Want to submit a media request? Complete our [Media Request Form](#) and a member from our team will reach out.

Last updated Jan. 28th, 2022.