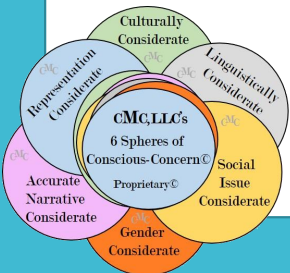


J.I.I.R.S.® (pronounced “JEERS”)

Hateful rhetoric, Racism, Prejudice, Sexism, Genderism, “Isms”, Bullying and offense are often attributed to :

- Jealousy:** Comes from not having, but wanting what someone else has naturally and organically and knowing she/he/they can't have it (naturally or organically).
- Insecurity:** Comes from not being able to have what someone else has, and it causes feelings or beliefs that what he/she/they do have is not as good or good enough. Thus, people will deflect their insecurities and project them on to “others”.
- Ignorance:** Comes in multiple forms and for many reason. When it comes to broadcast media much of the ignorance stems from narratives and misrepresentations that one knows are inaccurate and false because they are premised on a dominant narrative. A narrative that dictates the only way to feel you're on top, is to believe someone is beneath.
- Response:** Creating or perpetuating hate or an “ism”, bullying and unintended offense can be a response to hate or “isms” that one has experienced. One may be compelled to respond in-kind, but often the response is misdirected.
- Siloed:** Siloed thinking prevents brands/companies/organizations & individuals from thought-partnering with individuals/companies and groups that have the knowledge and experience that can help them overcome implicit and explicit biases and cultural learning curves. Siloed thinking prevents brands/companies/organizations & individuals from knowing what they don't know.



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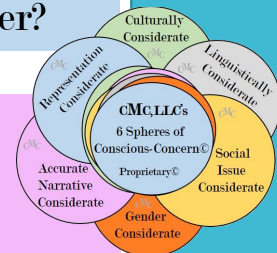
Conscious Media Project Consulting
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Incorporate The J.I.L.R.S.® Assessment Into Your Content Analysis*:

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Jealousy
Insecurity
Ignorance
Response
Siloed

*The **J.I.L.R.S.®** Assessment tool should not be the only assessment tool used to assess your content for offense or potential offense, inaccuracies or misrepresentations.

1) To assess whether your motivation for creating content in a specific way has more to do with biased feelings or beliefs about the subject(s), object(s) or topic, than informed attributions to a subject(s), object(s) or topic.

- Is your content creation a perpetuation of historically false narratives ?
- Is your content creation uninformed by historically false misrepresentations?
- Is your content informed by popular but uninformed opinions and sentiments?

2) To assess where your motivation for creating the content comes from.

- Are you creating content that does not seek to inform, but instead seeks to deflect attention away from something else?
- Does your content seek to create or perpetuate a false narrative or misrepresentation in favor of something or someone over another?

3) To assess whether you know what you don't know.

- If using symbols and symbolism, have you researched them to ensure they are not offensive, or culturally specific and significant?
- Can the content be reasonably perceived as fitting within one or more of the J.I.L.R.S. categories?

4) To assess if and/or which emotion(s) is driving the content creation and if it is an appropriate emotion(s).

- Is the content created out of anger or hurt in response to something that is from the past, present or intended in the near future?
- Is the content created out of retaliation for a real or imagined grievance that can be redressed with content that is considerate of the current time, climate, space and audience?
- Is the timing of the response appropriate and measured rather than reactionary and intentionally inflammatory?

5) To assess whether you have employed enough lenses which can knowledgeably help you assess your content.

- Did you specifically assess if your content contains implicit or explicit, hidden or obvious inferences and references that reinforce marginalization or “othering”?
- Have you consulted with knowledgeable, culturally-competent resources?