

## NARRATIVE INTEGRITY & MESSAGING GUIDE

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### PURPOSE

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To keep communication structural, accurate, and culturally disciplined.

#### ***What This Tool Does:***

- Prevents harmful stereotypes
  - Prevents diaspora conflation
  - Ensures messaging is non-political
  - Ensures dignity, clarity, and accuracy
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### MESSAGING DO'S

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- ✓ Use structural framing
  - ✓ Use SSDH logic
  - ✓ Use neutral, institutional tone
  - ✓ Use lineage-specific language
  - ✓ Use concise, non-emotive language
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### MESSAGING DON'TS

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- ✗ No stereotypes
- ✗ No trauma sales
- ✗ No spectacle
- ✗ No culture as entertainment
- ✗ No pan-ethnic flattening
- ✗ No performative equity language

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## CORRECT MESSAGING EXAMPLES

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### **Correct:**

“FBAs experienced concentrated structural exposure due to policy and governance decisions.”

### **Incorrect:**

“The Black community struggles because of social issues.”

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