

# Presskit

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# About DisCheck

## Factsheet

- DisCheck was founded in November 2021
- Started with 7 team members
- Currently comprises 17 team members
- Consulting collective for more discrimination-sensitive media communication
- Offer consulting, analyses, workshops/lectures and awareness support for events
- Includes more than 30 different expertise
- Attach great importance to intersectionality and a sustainable learning effect through extensive and detailed advice on eye level
- DisCheck does not gloss over anything, but calls discrimination by its name
- We offer discreet and efficient consultation
- We have already been involved in over 100 projects by 60 different clients
- Our clients come from a wide variety of fields; Publishers, schools and universities, students, start-ups, manufacturing industry, cosmetics industry, medical care industry, non-profit organizations, illustrators, production companies, other consulting firms (mostly for media) and many more!
- We want to create more space for marginalized people and their perspectives in the media world and prevent discriminatory and (re)traumatizing media content
- We are a collective of freelancers

## About us

### Name

DisCheck is a compound word: Discrimination Check

### Who we are

*DisCheck is a consulting collective that supports companies, organizations, institutions and all interested people in making their media content discrimination-sensitive, intersectional and authentically diverse.*

Currently, DisCheck comprises of 17 team members as well as various DisCheck consultants. We bring in many different and important perspectives, are marginalized people ourselves and are committed to a more discrimination-sensitive, intersectional and diverse media world.

We recognize that no person can be an expert "for everything", which is why a broad range of expertise and different perspectives is very important to us. Therefore, it is also important to us that the expertise reflects our own perspectives, which is why all team members only have expertise for those topics that (negatively) affect them.

An overview and more information about our team can be found on our website under "about us"

## What we do

*We support clients in the implementation of discrimination-sensitive media content by checking their projects for reproduced discrimination and white spots (formerly "blind spots") and thus open up new perspectives for them. In addition, we provide suggestions for improvement, alternatives and new ideas. Furthermore, we offer workshops, lectures and awareness support.*

In addition to our **personalized consulting services**, we also offer a variety of diverse **workshops and lectures** and **review** and **analyze** various content such as texts, videos, advertising materials and co. in all formats and sizes. In addition, we support companies, for example, in not only making their media content more sensitive to discrimination, but also in dedicating themselves internally to these important topics. In addition, clients can also book us as **awareness persons** for events or joint projects.

In general, we draw attention to problems, reproduced discrimination and white spots\* in projects as part of our offer. It is important to us to show our clients **new perspectives**, which is why we give them **suggestions for improvement, alternatives** and **new ideas** with every feedback.

A **sustainable learning effect** is particularly important to us. We achieve this by communicating with our clients **on an equal footing**. We not only point out problems and terminology, but also **explain** them. For us, this also means that we do not gloss over anything, but name problems **directly** and **honestly**. For this purpose, we recommend concrete **solutions** and **further learning materials**.

Of course, we attach great importance to **discretion** and protect the privacy of our clients.

## Motivation & Vision

We want to help shape a media world that no longer lives at the expense of marginalized people, but in which diversity, representation and anti-discrimination are prioritized and authentically implemented.

Media are a large part of our society and shape much of our thoughts and actions. In order to be able to dismantle discriminatory structures sustainably and in the long term, it is therefore essential to critically question and often actively change the media content that we create and consume.

Marginalized people have the right to feel represented and respected in our media without having to fight for it and they have the right to media content that does not (re)traumatize and discriminate.

We want to normalize discrimination-sensitive media review, because we all make mistakes and have white spots that we can't see without support.

We want to draw attention to the importance of inclusion of marginalized voices in our media world and society and show what possibilities can arise when we open up stages for people whose voices are underrepresented and ignored.

## **Our Story**

*Since our foundation in November 2020, we have been offering companies, organizations and individuals our expertise in the field of discrimination-sensitive media design.*

After numerous influential large companies published discriminatory advertising content in quick succession in 2020, which was met with a lot of criticism from marginalized people, but without consequences and change, it was clear to us: it can not go on like this! Preventive measures and changes are needed. We thought about how we could be part of creating a media world that actively thinks and takes into account marginalized people, as well as focusing on discrimination sensitivity and intersectionality. At that time, seven of us joined forces to found our collective DisCheck and today we have more than 20 experts in the team and as consultants, who say:

Stop discriminatory media content - seek help instead of excuses!

## **Important Notes**

### **Correct formulations and tips**

#### **General**

- DisCheck is the correct spelling. The D and the first C are capitalized and written together
- We would like to be called a consulting collective, not an activist collective
- We are a collective, not an organization or a company. We would like to start that transformation process as soon as possible, but currently still work as freelancers within the framework of the collective
- Some team members prefer not to make their last name public or selectively public for security reasons.

#### **Discriminationsensitivity**

- If our team is spoken about in general, we ask you to use genderneutral language
- If you are talking about or by individual team members, please note the pronouns given on our website or on Instagram or ask us at any time in case of uncertainty

#### **Topics we don't want to talk about**

- Interviews in which the only interest is to talk about discriminatory incidents that have happened to Discheck team members. It is important to us that we are not reduced to experiences of discrimination and that they do not have to serve as "interesting stories" for readers.

## Press Guidelines

Especially for us as an anti-discrimination collective, which is composed of (severely and multiply) marginalized people, a respectful, emphatic and discrimination-sensitive exchange at eye level is very important to us. In order for our cooperation to be a great experience for all parties involved, we have compiled some information here that is important for us and that we ask you to comply with.

- As a collective that advocates discrimination-sensitive language and media design and as marginalized people who are themselves negatively affected by discrimination, discrimination-sensitive reporting on us is particularly important to us. We therefore ask that discriminatory language be censored or avoided altogether. If you are not sure about a term, we are always available for questions.
- The images and texts that we provide to you can be used for one-time free use in news media. Therefore, please refrain from using our (intellectual and figurative) property without our knowledge and consent. Again, you are welcome to ask us. We are happy to provide you with pictures, logo and co. We also ask for a notification when the project is published and would appreciate a copy in the form of a view copy (if available).
- We reserve the right to reject and prohibit discriminatory and inappropriate media reports about ourselves and our work.
- We would very much welcome a correction loop and/or a short review round on our part before the project is published. We are also happy to check the editorial texts, videos and co. that feature us for the completeness and discrimination sensitivity of the content. In addition, we would like it if (rough) questions can be discussed before an interview.
- Transparency is very important to us. It is important to us to talk to you openly and honestly and would also like to see this from our interlocutors. For example, we would like to know who we work with and within what framework this cooperation takes place. For example, are other people interviewed for this article? In which media will the project be visible? Which target group is to be reached with the project? Being collectively in the public eye as a marginalized consultancy also means a higher risk of discriminatory and right-wing attacks, which is why we would like to be informed on which platforms we will be visible.

## Additional

### Hashtags

The following hashtags can be used for Instagram posts and other online formats: Please also pay attention to the given upper and lower case in order to be able to implement them in a barrier-sensitive way.

- #DisCheck
- #SeekHelpInsteadOfExcuses
- #AntiDiscrimination
- #DiscriminationSensitiveMedia
- #AntiDiscriminationConsulting
- #Inclusion
- #AuthenticDiversity
- #InclusiveMediaWorld
- #Consulting

## References

This list is not exhaustive, but only shows a selection of our references. You can find more information on our website under "Projects and References".

- Familiar Faces, Verlag
- Susann Hoffmann Illustrations
- Marbleous Studios, Branddesign & Business Mentoring
- The u-institute for entrepreneurial thinking & acting, cultural and creative industries
- Floria Susan Moghimi, D&I Consultant, Diversity-Oriented Organizational Development
- Haymon Verlag
- BliBlaBlub, Publisher
- SchlaU Workshop for Migration Education
- Braunschweig International Film Festival

## Contact details

### Website

[www.discheck.de](http://www.discheck.de)

### Email

[discheck.kontakt@gmail.com](mailto:discheck.kontakt@gmail.com)

### Telephone

0151 64801646 (Organisationsmitglied Julia)

### Telegram

Kontakt\_DisCheck

### Instagram

@discheck\_

### LinkedIn

DisCheck- Looking for help instead of excuses

## **Further press material**

**Spotify Podcast Episode with "Salon Frou Frou", a podcast of the u-institut**

<https://open.spotify.com/episode/3eSZlfQgY8SihfVYx77cdI?si=JdlSTmSPQNWHzQ9ag4UC0g>

**Page Article "DisCheck: "Many don't know how to represent different identities respectfully"**

<https://page-online.de/branche-karriere/discheck-viele-wissen-nicht-wie-sie-unterschiedliche-identitaeten-respektvoll-darstellen-koennen/>