

Guidelines For Working with Content Creators at the Pulitzer Center

Do:

- ✓ Review the Pulitzer Center's brand & visual style guide, including values and messaging guidelines.
- ✓ Maintain journalistic accuracy. Lead with facts from the report/story/investigation.
- ✓ Ensure permissions and proper crediting on all content. All video, audio and image content should properly credit the author(s).
- ✓ The Pulitzer Center, authors, and media outlets should be mentioned in the post copy or within the video script.
- ✓ Make sure to engage the Pulitzer Center team, authors, and news outlet in reviewing the script. Ensure approval before producing and publishing the content.
- ✓ Maintain authenticity: The virality of the format must not outweigh the story's narrative.
- ✓ Prioritize accessibility wherever possible, such as native captions on video.

Don't:

- ✗ Do not use advocacy messaging or calls to action (i.e., "take action to protect our oceans", "call your elected officials"). The call to action should be to "learn more," "engage," "explore," "read these stories," or "share".
- ✗ Do not use sensationalist rhetoric.
- ✗ Do not use violent, harmful, hateful language or calls-to-action.
- ✗ Do not ask for donations.
- ✗ Don't manipulate images or facts.
- ✗ Avoid using AI-generated images, video content, or audio.
- ✗ Do not use un-credited content or content you do not have permission to use.
- ✗ Do not post videos that mention that the video was produced in partnership with the Pulitzer Center without explicit approval on the final content from the Pulitzer Center communications team.