

Concept Note

Telltale Stories: A Multimedia Workshop on Ethical Narrative Building

In a world with ever growing amounts of content and steadily reducing attention spans, how we tell stories and shape narratives matter. While traditional methods of storytelling have long served their purpose, the advent of new media and changing media consumption patterns force media professionals to diversify the way they tell stories.

Keeping this in mind, CFA and The HOPE, with the support of The Wire, are organising **Telltale Stories: A Multimedia Workshop on Ethical Narrative Building**, a three-day residential workshop that explores ethical and multimedia approaches to storytelling in an evolving media landscape.

To be held in Delhi, the workshop will examine how individuals and organisations documenting grassroots work and research can effectively use diverse media formats to highlight their work and expand its reach. Day 1 will introduce participants to the contemporary Indian media landscape, examining patterns of media consumption alongside the craft of storytelling. The sessions will also explore the role of media in people's movements and the ways narratives shape public engagement and advocacy.

Day 2 will focus on practical multimedia skills, including mobile video documentation, podcast production, and effective communication with journalists and newsrooms, along with a session on the ethical use of AI in storytelling. The day will conclude with an open conversation featuring experienced activists and media professionals who have used various media forms to strengthen their advocacy and movements.

Day 3 will centre on navigating media engagement in a context of increasing surveillance and shrinking democratic spaces. Sessions will cover data-driven storytelling, the implications of the DPDP Act and recent amendments to the Broadcasting Bill, strategies for digital safety, and approaches to speaking back to power through informed and responsible storytelling.

This hands-on workshop is designed for media professionals from Non-Governmental and Civil Society Organisations and freelance journalists who don't have the backing of a media house to help perfect and amplify their stories. The workshop will show ways in which we can use

storytelling for change, and aims at upskilling the participants in using the different forms of media available to us, all while keeping ethics, consent and representation at the forefront.

The participants would be charged a nominal 2500 rupees just to cover partly for their food and lodging expenses.

The primary language of the workshop will be English.