



Code of Professional Conduct of Storytellers

The Code applies to the Professional Members of the Storytelling Association (Singapore), but we would also urge all our members to adhere to this code. The Code is designed to express the conscience of our profession; to inspire and guide the ethical conduct of our members. Professional Members must agree to be bound by this code. Voting Associate Members will be strongly encouraged to do so. Associate Members, especially those aspiring to become PMs, should endeavour to abide by the Code.



Oral Storytelling is both an ancient tradition and a modern performance art-form. It is not the reading aloud but the speaking aloud of a story to engage an audience. Storytellers may tell folktales, fables, created stories, true stories and personal stories from their own experience or those of others.

1. We are committed to communicating honestly and accurately who we are and what we do in all our interactions and dealings.
 - We conduct ourselves with integrity in the way we present ourselves in publicity materials, to the audience, or on social media.
 - We conduct ourselves responsibly by preparing appropriate content in appropriate manner using language suited to the audience and occasion.
 - When using literary works we respect the copyright-protected property of the works of authors, publishers and editors and will seek permission from the author, publisher, editor or other holder of rights to material where necessary. Even where the work is in public domain, we acknowledge the creator where appropriate.
 - When using personal narratives, we should not adopt another storyteller's personal narrative as our own. Telling someone's personal story as if it is one's own, crosses the boundaries of integrity and ethics, and deceives the audience.
2. We act honourably toward other members of the profession and the field as a whole.
 - We will seek permission to tell and give due credit to others for their original stories or their own crafted versions of stories from the oral tradition, where appropriate or possible.
 - We work as proactive and respectful team members with other tellers in a programme, being on time for rehearsals, being active listeners and contributors, and giving positive suggestions to strengthen the team.
 - In a performance, we keep to the allotted time in order to respect the next storyteller, as well as the needs of our client and audience.*
3. We respect the tellers and the cultures that gave us the stories we tell.
 - We do our research well and approach these culturally-specific materials with sensitivity and a heightened sense of responsibility.

* Having an accurate sense of how long it takes us to tell a particular story is important. Schools, conferences, and online broadcasts, for example, are highly time sensitive, and exceeding one's time has serious consequences for the subsequent tellers and/or event organiser.