



PTP's Power on Network presents a
REVERB Online Presentation:

The Battle of the Story

Story-Based Strategy Approaches to Framing & Messaging

With *smartMeme*

ReadyTalk Call-in info: 1-866-740-1260; Access Code: 7242600

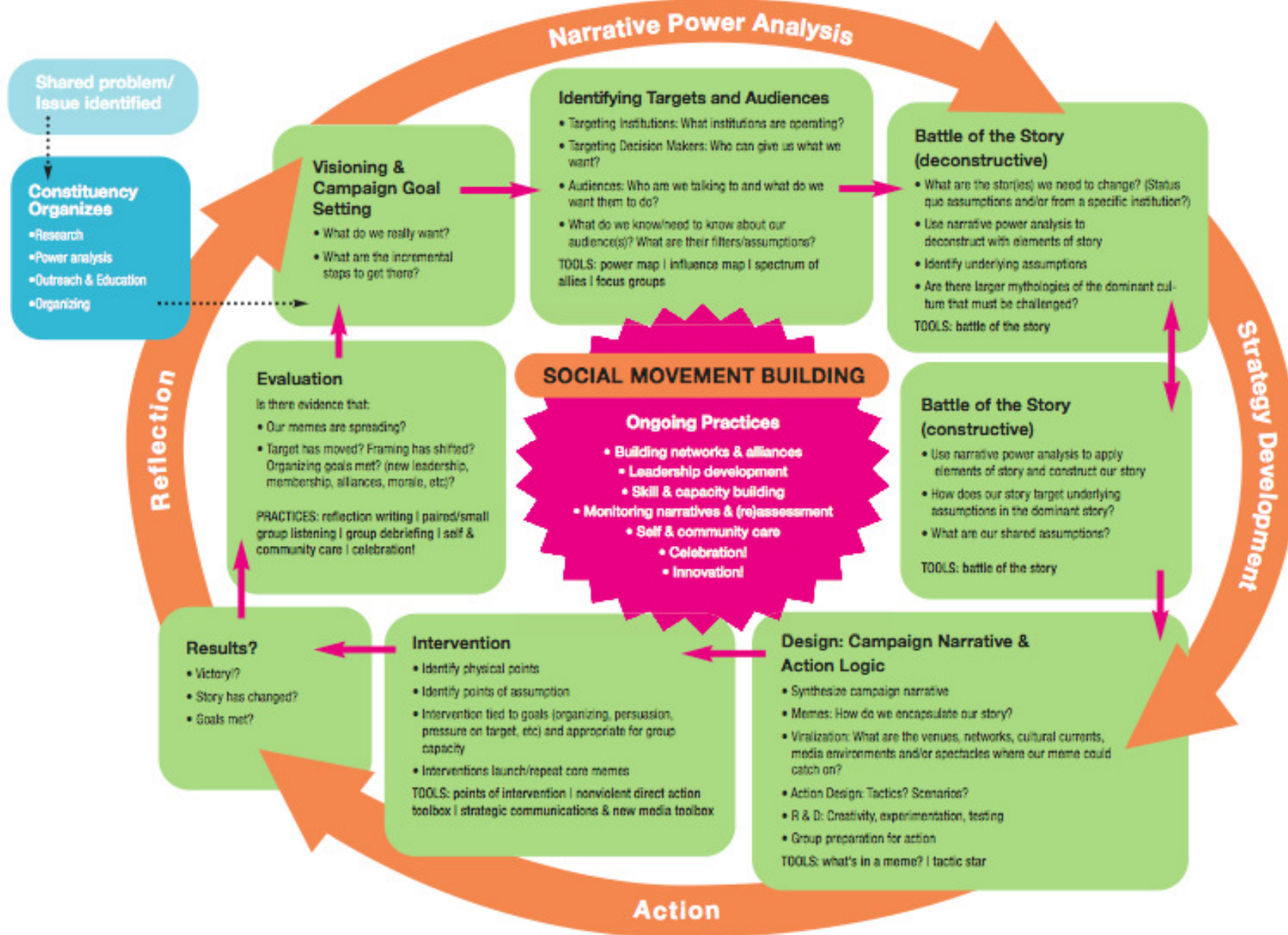


NARRATIVE ANALYSIS OF

POWER

STORY-BASED

STRATEGY





WAR IN
IRAQ
CNN

SADDAM STATUE FALLS AT
10:50AM ET, 6:50PM LOCAL

DOW
MIDSEPT

ED FOOD SAFETY OFFICIAL: USDA ESTABLISHES SEVERA

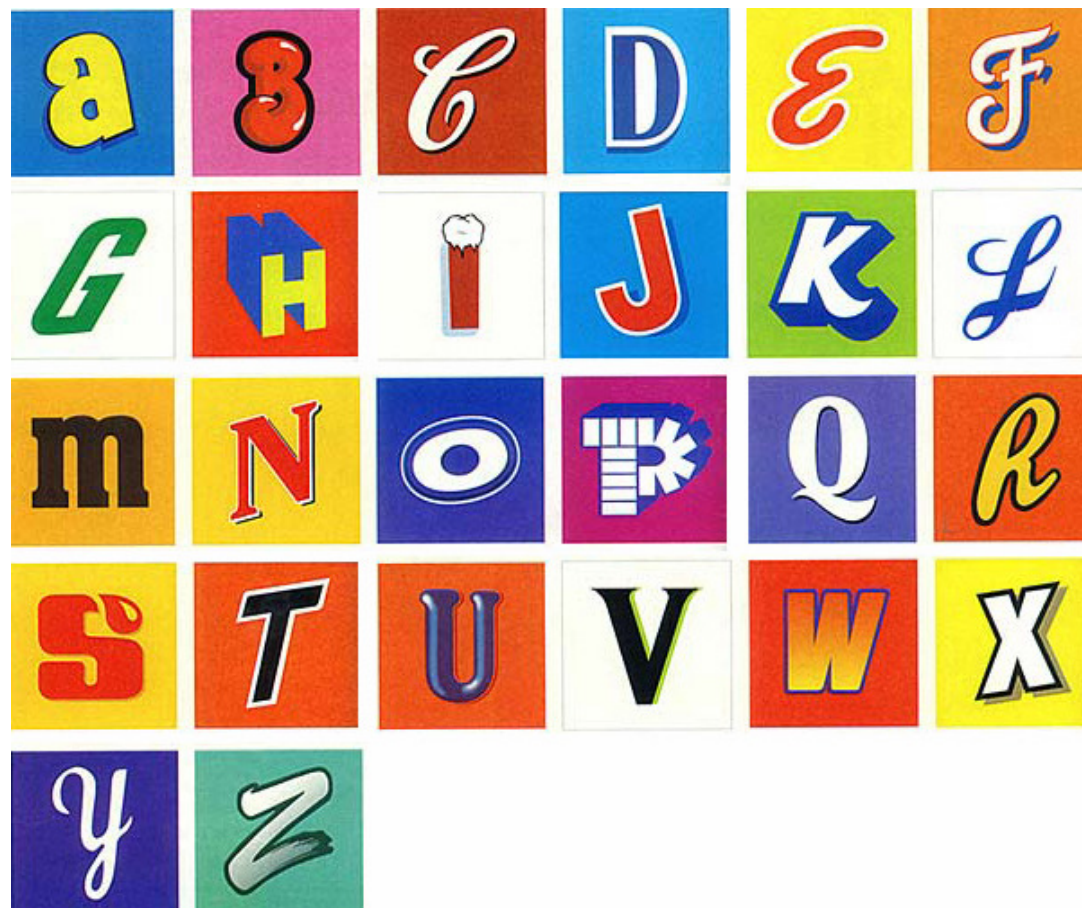




Narrative Power Analysis

- Changing the Stories: not what people **don't** know, but what they **do** know =FILTERS
- Examining Dominant Stories in US Culture
- **Power shapes Point of View** of the story
- Stories can Normalize Power/Universalize Experience







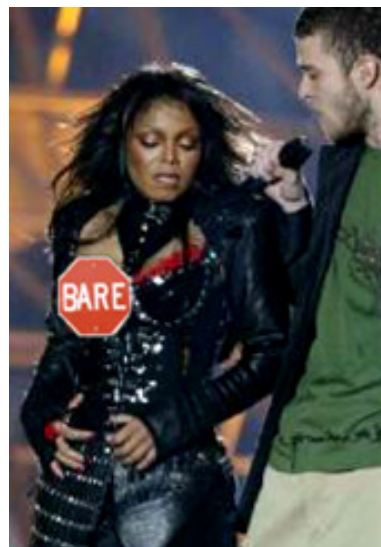
Meme

“A unit of self replicating cultural information”

Contagious ideas, stories, images, and rituals that spread from imagination to imagination, generation to generation, shaping and shifting human cultures...



a capsule for a story to spread...



“Loots”



“Finds”





Elements of a Story-Based Strategy

- Frames the Conflict
Draws our attention to particular details of the story
and avoids others outside the frame
- Amplifies the Voices of Impacted Characters
Stories speak to us through relevant Spokespeople
- Show Don't Tell -- Engage Peoples Values
A good story emphasizes values and imagery over data
- Foreshadowing --Shows the Future/Offer Vision
People will only go someplace that they have first
been to in their minds
- Challenges Assumptions
Makes the invisible visible
Changes the Story



Story of the Battle or Battle of the Story?

Mobilization vs.
Persuasion

We Can't Stop the War
Without Yo **U**.

2,500 march against war in Taos, New Mexico. 5,000 gather for peace in Brussels, Belgium. 5,000 protest in Zaragoza, Spain. 10,000 demonstrate in Athens, Greece. 10,000 in Portland, Oregon. 45,000 in Melbourne, Australia. 60,000 in San Francisco, California. 100,000 in Washington, DC. 300,000 in London, England. 1.5 million in Rome, Italy...

Yet, the strength of the peace movement doesn't only lie in numbers, it lies in you. Now you can link up quickly with rallies, protests, vigils, and other non-violent direct actions – plus get essential news, action alerts, resources and more all in one place. Got something to say about a war in Iraq? This is the place to find people to say it with you.

www.unitedforpeace.org
a place of sanity in a time of madness

- Can be limiting frame
- *What* trumps *Why*
- Mobilizes choir, doesn't organize congregation.



Audience

Who are you trying to talk to?

What do they assume?

What do they value?

What do you want them to do?

How do they get their information?





Framing the Conflict

Framing the issue as a
clash of *values*




Characters

smartMeme



Who speaks for the most impacted?



Biotechnology is helping him protect the land and preserve his family's heritage.

"I'm raising a better soybean crop that helps me conserve the topsoil, keep my land productive and help this farm support future generations of my family."
—Rod Gangwish, farmer

Biotechnology is helping Rod Gangwish to grow a type of soybean that requires less tilling of the soil. That helps him preserve precious topsoil and produce a crop with less impact on the land. Preserving topsoil today means a thriving farm for generations to come.

Biotechnology allows farmers to choose the best combination of ways to help grow their crops. It helps cotton farmers use fewer chemicals to protect their crops against certain pests. And, it's helping provide ways for developing countries to better feed a growing population. And, in the future, it can help farmers grow better quality, more nutritious food.

Biotechnology is also enhancing lives in other ways, helping to create more effective treatments for diseases such as leukemia and diabetes.

Biotechnology is helping create solutions that are improving lives today, and solutions that could improve our world tomorrow. If you're interested in learning more, visit our Web site or call the number below for a free brochure about biotechnology and agriculture.

COUNCIL FOR BIOTECHNOLOGY INFORMATION

good ideas are growing

1-800-980-8660
www.whybiotech.com

Show Don't Tell

smartMeme



Engages Values

Campaign Memes

Tailoring the Message
for the Target



When It Comes to Her Safety,



TARGET's
Aim Is OFF

**Don't Let PVC Poison Plastic Toys
Make Your Child A Sitting Duck**

Retail giant Target may have the latest hip fashions but they also sell many products made out of or packaged in polyvinyl chloride (PVC) - the poison plastic. PVC (also known as vinyl) is unsafe in any style - releasing toxic chemicals such as dioxins and vinyl chloride that can cause cancer. Children chewing on vinyl toys can be exposed to toxic phthalates that are banned in Europe. These unnecessary dangerous chemicals have been linked to premature birth, early puberty in girls, sperm damage in men, genital defects and reduced testosterone production in boys.

Safer products are available. That's why leading companies including Wal-Mart, Microsoft, Nike, and Ikea are phasing out PVC and switching to healthier products.

Take Action and Contact TARGET's CEO Robert Ulrich at www.pvcfree.org. We expect more from Target. Tell Target's CEO Robert Ulrich to stop toying around with your tot's health and aim at getting rid of the poison plastic.

Tell TARGET to Quit Ducking The Truth About the Dangers of PVC

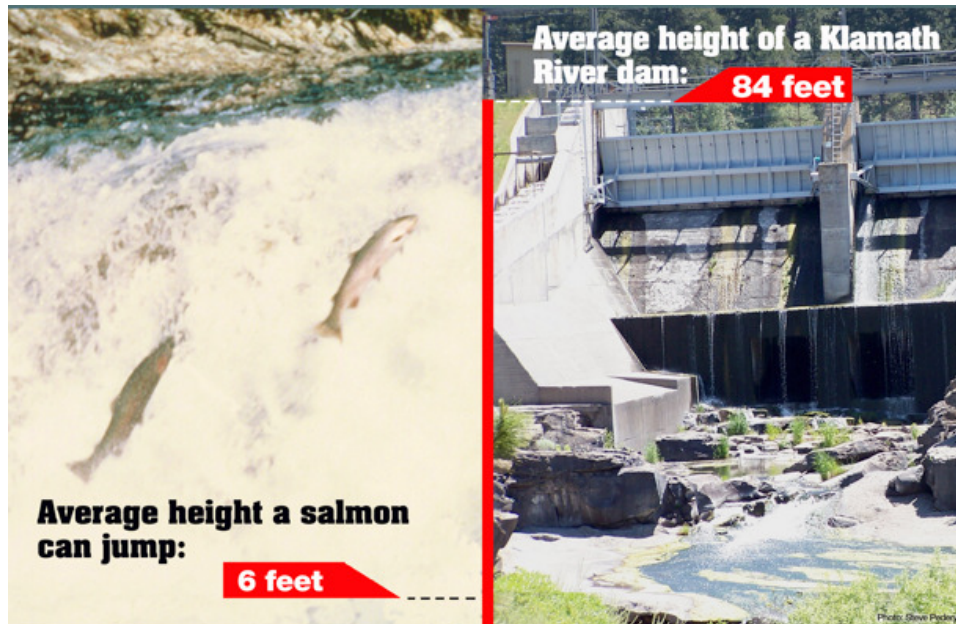
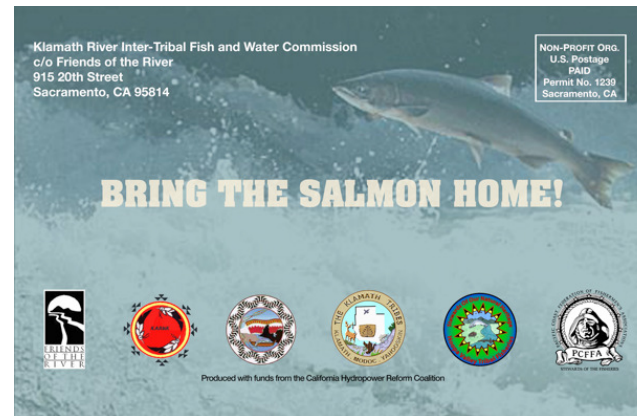
 Center for Health, Environment & Justice

To learn more and get involved, visit:
www.pvcfree.org



Foreshadowing

Framing with Vision



Interventions

smartMeme



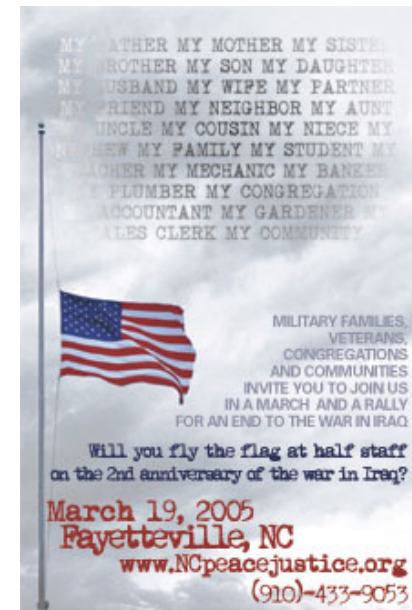
*War
or
Occupation?*

Making the Invisible Visible



Contact your state legislators and ask them to ensure that the products that end up on store shelves are safe for Maine families!

www.CleanAndHealthyME.org



Encapsulate Frame as Meme



Mobilize



Deepen Analysis/Connect



Amplify



Organize





Story-Based Strategy

- Frames/Reframes the Narrative
- Amplifies Voices of Characters
- Engages Values
- Show Don't Tell (Uses Images, Symbols, Memes)
- Foreshadows Vision
- Challenges Assumptions

A call to innovation...



smartMeme



Re:imagining change

an introduction to story-based strategy

DOYLE CANNING & PATRICK REINSBOROUGH



smartMeme
Changing the story...



smartMeme

Changing the story...

www.smartMeme.org



The Audio / Visual Recording of this session will be posted
in 24 hours on:



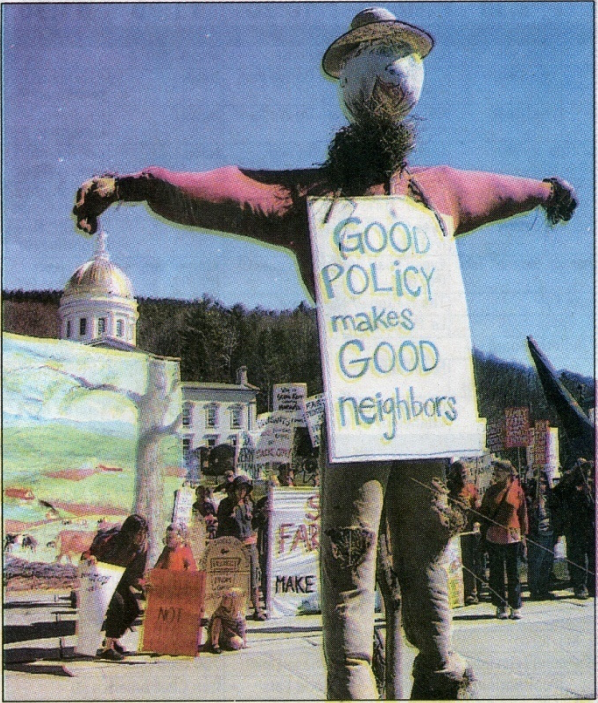
<http://network.progressivetech.org>

Framing the Campaign

Wednesday, April 20, 2005

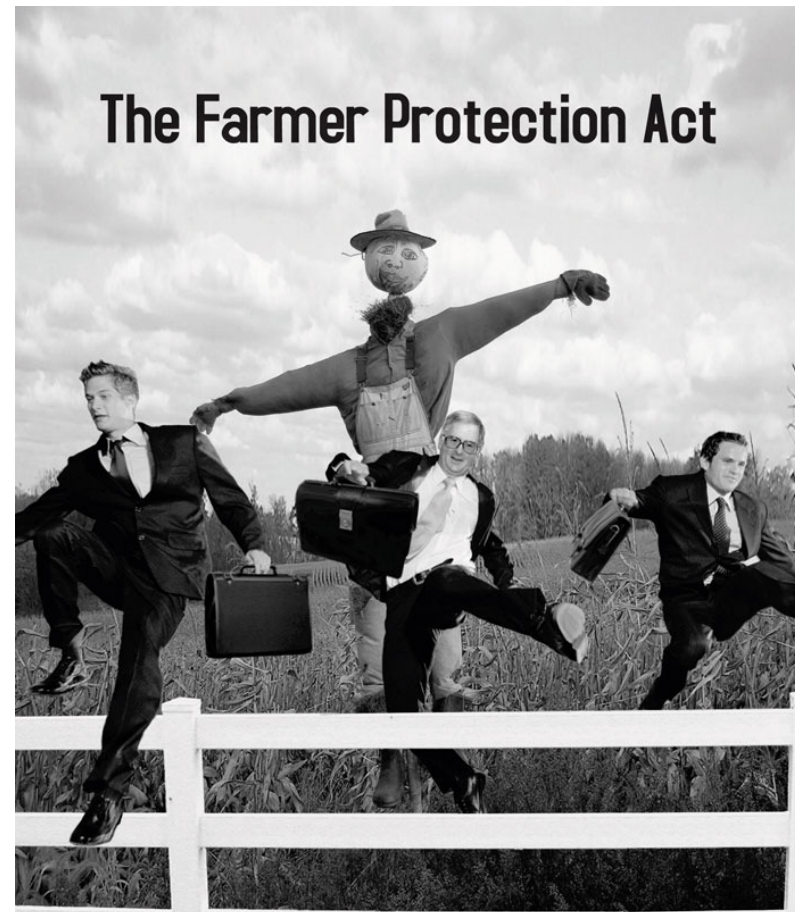
C6 The Times Argus

FARMER PROTEST



AP Photo/Toby Talbot

Protesters stand in front of the Statehouse in Montpelier Tuesday during a march to support the Farmer Protection Act and to protest what they call the Agency of Agriculture's pro-industry stance on GMO seeds.



The Farmer Protection Act

Keeps Corporate Lawyers From Having a Field Day

Genetically engineered seed contracts force farmers to accept all liability for any contamination problems.

The Farmer Protection Act shifts this liability back to the biotechnology corporations - where it belongs.

If there's no problem, then the bill burdens no one.

If there is a problem, it protects all Vermont farmers.

**Vermont's Top Concern Should Be Family Farmers,
not Biotech's Bottom Line.**

For more information www.ruralvermont.org 802-223-7222



Meme Campaign





Story-Based Strategy

**Putting on makeup
shouldn't be like playing
with matches.**

**Which cosmetics company do you
trust with your daughter ?**

When it comes to cosmetics, we shouldn't be forced to choose between health and beauty. Personal care products should be free of chemicals linked to cancer and birth defects.

Thankfully, the hot new trend in cosmetics is a real lifesaver. This month the European Union enacted a new law to make cosmetics safer: they banned chemicals known or highly suspected of causing cancer, impaired fertility or birth defects - chemicals used in nail polish, hair spray, hair dye and other products.

Industry leaders L'Oreal, Revlon and Unilever have yet to respond to requests to remove these same toxic chemicals from all the products they sell in the United States. Ask them to join the growing number of toxin-free cosmetic companies and regain the trust of American women.

Visit www.SafeCosmetics.org to see if your favorite brand has gone toxin-free - because safety shouldn't need to be imported.

Read our lips:

No More Toxic Chemicals in Cosmetics.


Paid for by the Safe Cosmetics Coalition www.SafeCosmetics.org

The “shadow” audience

Creating the fishbowl



[Back to My eBay](#) Listed in category: [Antiques](#) > [Other Antiques](#)
*** World Bank -- Antiquated (Does Not Work)** Item number: 3752199872
 You are signed in [Watch this item](#) in My eBay

 <p>Go to larger picture</p>	Starting bid: US \$0.30 <input type="button" value="Place Bid"/>	Seller information obibillion (0) Feedback Score: 0 feedback reviews Member since Sep-30-04 in United States Read feedback comments Ask seller a question View seller's other items Safe Buying Tips
	Time left: 6 days 23 hours 7-day listing Ends Oct-08-04 06:14:33 PDT	
	Start time: Oct-01-04 06:14:33 PDT	
	History: 0 bids	
	Item location: Washington, United States Ships to: Worldwide Shipping costs: Check item description and payment instructions or contact seller for details Shipping and payment details	

Description

This world bank is offered for sale on eBay by the people of the world at no reserve in hopes that its purchase will put an end to the World Bank's antiquated model of predatory economics and destructive development.

WORLD BANK HISTORY
 It is time for the World Bank to realize that it is a defunct, out dated institution, that after 60 years has done nothing but plunder the planet in the service of corporate profit. This bank will do a lot less harm to the world gathering dust in your attic.

As the G7 finance ministers meet in Washington and ignore the voices of the world's poor, we the G 6 Billion, the global six billion inhabitants of the world, again declare the Bank morally bankrupt. After 60 years, this Bank has brought us nothing but destruction, greed, displacement and debt.

We offer this world bank at the starting bid of only thirty cents the hourly minimum wage that Haitian worker's receive under the World Bank/IMF structural adjustment program. We don't expect this listing to be a big money maker, since so many investors have pulled out of the World Bank, citing ethical standards, low returns, and in solidarity with the [World Bank Bonds Boycott](#).

CONDITION
 This world bank is an antique as is the model of economic policy promoted by the bureaucrats at the World Bank in Washington. The World Bank perpetuates an updated version of the same colonial approach to global economic policy that has scarred our planet for over five hundred years.

DISCLAIMER
 This world bank is empty. The World Bank is also empty of solutions to the world's problems or of any commitment to the world's impoverished. The Bank has lost over \$20 billion in potential investments since the launch of the World Bank Bonds Boycott in 2000. Socially responsible investors from all sectors of society are divesting from global apartheid.

SHIPPING
 Do to this world bank's size and the World Bank's policies of promoting corporate welfare the shipping for this item could be expensive, damage the environment and rely upon sweat shop labor. Contact [World Bank Bonds Boycott](#) for more information.

All proceeds from this sale will be donated to non-profit groups dedicated to telling the truth about contemporary social and ecological problems.



[Enlarge this picture](#)

Interventions

- *Action Logic*
- Re-framing
- Humor