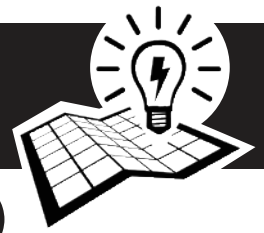


# MAPPING STORY ARCHETYPES INSTRUCTIONS



## PLOT & PLAN STORY ARCHETYPES TO MOVE YOUR AUDIENCE(S)

Before drafting or finalizing your story-based work, it is important to name and know who your audience is. These folks are different than your Target. A Target is the decision-maker that can make your desired change happen. And your Audience is the people that you need to reach

& persuade who have influence over the Target (Hint: the answer is never “the general public.”) Get as specific as you can. Traditionally, we look at what kinds of jobs the Audience have? What hopes, dreams, fears, biases do they hold? What age are they and where are they geographically

located? We created this tool to help folks also see the value in knowing what movies, shows, books and entertainment your audiences consume.

**Your Audience is key! What is your audience listening to/watching/reading?**

## DIRECTIONS

### 1 DEFINE YOUR GOAL

- What is your GOAL?
- What is your ISSUE/TOPIC?
- Who is your AUDIENCE?
- What is the desired ACTION you want your audience to take?

### 2 LIST YOUR STORIES

**Brainstorm a list of all the stories that are covering your issue.**

- Using a separate sheet of paper, list the name AND the Platform on which each appears. (regardless of whether or not your Audience knows about them).
- Is your issue/topic being covered in TV/Commercials, Social Media, Films, Literature, Comics, Podcasts, Music, Toys, or Arts/Clothing?

### 3 SORT YOUR STORIES

**Place each story in your list on the mapping worksheet.**

- Write in the box that corresponds to the story's Platform and Archetype.
- Refer to the first page of these instructions for reminders about how to identify which archetype is at work in a particular story.
- Start to notice patterns about what Platforms and Archetypes your issue appears in.

### 4 HIGHLIGHT OR CIRCLE WHERE YOUR AUDIENCE IS

**On the mapping worksheet, highlight or circle the stories that YOUR AUDIENCE is consuming.**

*It is important to remember that, while many story platforms may be covering your issue in their storylines, your Audience may not know them. If there is mass action around them from a group other than your audience maybe they can be utilized as a support for your campaign but it can't BE your campaign. Find a story that your audience IS familiar with.*

### 5 ANALYZE YOUR

**Review your worksheet and start to draw conclusions from your research.**

If your Audience has only been consuming television stories that are focused on a Tragedy story then does that explain why your Audience has only been mobilized to make donations and sign petitions? What kinds of stories can you create or share with your Audience to move them in to the desired action that you would like them to take instead?

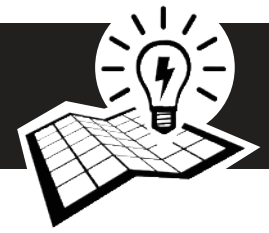
- What kinds of patterns are emerging? Where are there clusters or gaps on the sheet?
- What opportunities and challenges do these patterns present?

### 6 CHANGE THE STORY

**Use your analysis to make a plan. List out the possibilities for how stories in your desired archetype can be integrated into your organizing work and use them to achieve your goal.**

- **Amplify and share existing stories** that your audience isn't seeing.
- **Create new stories** in the archetype+platform appropriate for your audience & action needs.
- **Organize fans to advocate to push existing stories to new archetypes**, when they are on the right platforms but not encouraging the kind of action you need from your audience.
- **Challenge and reframe the stories your audience IS seeing.**

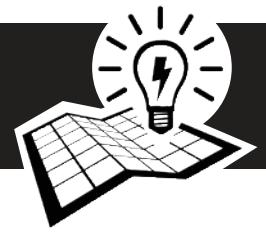
# MAPPING STORY ARCHETYPES







## STORY ARCHETYPES FOR POLITICAL ORGANIZING

Story Archetypes	Archetype Description/Story Examples	Actions Inspired by this Archetype
<p><b>Overcoming the Monster</b></p> 	<p>David and Goliath. Often underdog stories. The Hobbits against Smaug the Dragon. Harry Potter beats Voldemort. Star Wars (the 1st one). The Mighty Ducks. The Little Mermaid. The song Fight the Power. The Allies' fight against Hitler is often characterised this way in movie retellings. The People vs Richard Nixon. Kavanaugh hearings. These stories require a specific naming and/or call out of a particular character in the story that is being described as the clear villain (individual or institution.)</p>	<ul style="list-style-type: none"> <li>• Rally</li> <li>• Voter Registration</li> <li>• Petition Signing</li> <li>• Lobbying decision-makers to defeat legislation</li> <li>• Save the building or animal or park</li> <li>• Remove someone from power</li> <li>• Testimonials (private or public)</li> </ul>
<p><b>Rebirth</b></p> 	<p>A story of renewal. It's a Wonderful Life. Stories where heroes come out of retirement. A Christmas Carol, Lethal Weapon, Jane Austen's Emma, Clueless, Luke Skywalker in the Last Jedi. Black Panther. Nannette. Many newer female-lead comedies like Bridesmaids &amp; Girls' Trip. Hillary Clinton &amp; Donald Trump's 2016 Presidential campaigns. Green New Deal.</p>	<ul style="list-style-type: none"> <li>• New legislation initiatives</li> <li>• GOTV (Get Out The Vote)</li> <li>• Long Term Movement Building                             <ul style="list-style-type: none"> <li>• i.e. New Poor People's Campaign, Make America Great Again</li> </ul> </li> <li>• Imagining and creating a new world.                             <ul style="list-style-type: none"> <li>• Harry Potter Alliance</li> <li>• #WakandaCon</li> </ul> </li> </ul>
<p><b>Quest</b></p> 	<p>A mission from point A to point B or gathering items to win something. Most video games are Quests. Pokemon. The 1st Guardians of The Galaxy movie where they're looking for the stone. Assembling a team. The Odyssey. Road trip stories- "I'm trying to find myself". Food travel shows- "We're going to find the Best Hamburger in America". Reality TV Shows like: American Ninja Warrior, The Biggest Loser, The Voice, World of Dance, etc.</p>	<ul style="list-style-type: none"> <li>• GOTV (Get Out The Vote)</li> <li>• A campaign to win legislation</li> <li>• Bill becomes a law; has to pass from House to Senate to President</li> <li>• Marches from one place to another</li> </ul>
<p><b>Journey &amp; Return</b></p> 	<p>A story about average protagonists who are suddenly thrust into transformation through travel and homecoming. The Wizard of Oz, Chronicles of Narnia, Alice in Wonderland, Cast Away, and Where the Wild Things Are, Coco, The Odyssey. The return might not be to the same literal place but it's a return to the status quo. An example of this would be any political actions or lobby efforts made by everyday people who are directly affected by a recent change and are getting to action solely for the purposes of being able to return immediately to what once was (ie, Government Shutdown).</p>	<ul style="list-style-type: none"> <li>• A return to values</li> <li>• Going to a training to bring back skills</li> <li>• Actions meant to lobby for an immediate intervention/change</li> <li>• Actions meant to get those in power to return to previous policies</li> </ul>
<p><b>Rags to Riches</b> <i>(Rise to Prominence/Power)</i></p>	<p>In this archetype the stories have characters who have previously been overlooked and now are being recognized to the point of success. Sometimes these stories include turning a "flaw" in to an asset or finally having someone recognize a talent that has been there all along. Great Expectations by Charles Dickens. Cinderella. Trading Places. Hip-hop narratives like "Started from the bottom, now we're here. Started from the bottom, now my whole team fuckin' here" In politics it's Bill Clinton. These stories often invite/ask that the targeted audience play the role of a "Fairy Godmother" that can give the hero in the story that extra opportunity.</p>	<ul style="list-style-type: none"> <li>• This is often a problematic archetype for progressives because it leads to isolated actions rather than collective action.</li> <li>• Shark Tank mentality where everyone is competing with each other for dominance.</li> <li>• Individuals (i.e. cultural minorities) running for office</li> </ul>

# MAPPING STORY ARCHETYPES

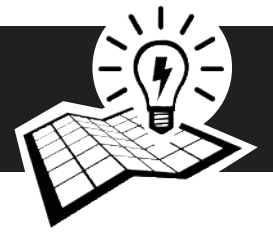


## STORY ARCHETYPES FOR POLITICAL ORGANIZING

Story Archetypes	Archetype Description/Story Examples	Actions Inspired by this Archetype
<p><b>Tragedy</b></p> 	<p>From the Greeks through Shakespeare, these are stories of the dark side of humanity and the futile nature of human experiences. Les Misérables, Hamlet, Breaking Bad, Eternal Sunshine of the Spotless Mind, the tragic end of The Paris Commune. The Soviet Union's failure to become a utopia for workers. Most initial stories that are widely shared in the media (including alternative news sources and platforms) will focus on this archetype as a primary way to get an audience direct attention to the matter at heart. Examples include stories about home and working conditions with visual documentation of the most extremely negative and shocking aspects. See: Initial stories about child separate at the borders, stories about teachers/students and the conditions of their classrooms/schools, and aspects of the #MeToo movement. These stories make sure to heavily focus on the experiences of those being cast/described as the victims of the story.</p>	<ul style="list-style-type: none"> <li>• People feeling free/supported to share personal stories of how something impacts you negatively</li> <li>• Collecting donations of funds or supplies</li> <li>• Purchasing particular items as a means of making a donation (fundraiser)</li> <li>• #SayTheirNames</li> <li>• Lobbying elected officials to act             <ul style="list-style-type: none"> <li>• Calls, letters, email, petitions</li> </ul> </li> </ul>
<p><b>Comedy/Satire</b></p> 	<p>Camp and parody works here. Satirical characters undermining the powerful. A Modest Proposal by Jonathan Swift. Airplane, Veep, Idiocracy, The Daily Show, Pod Save America, Get Out (satirizes racism &amp; satirizes horror movies). In activism the Billionaires for Bush or Yuppies running a pig for President. Openly Gay Figure Skater Adam Rippon getting in a Twitter war with U.S. Vice President Mike Pence. Monopoly Man photobombing congressional hearings &amp; delivering bags of money and "Get out of Jail Free" cards to congressional leaders. Hockey mascot Gritty becoming a leftist mascot used in protests and visual memes. #PettyPatty, #BBQBecky, Baby Trump Blimp</p>	<ul style="list-style-type: none"> <li>• Brand Hacking</li> <li>• Reframing a story to highlight its absurdity and ask folks to share it.</li> <li>• Costumes &amp; Cosplay</li> <li>• Political cartoons or image mash-ups</li> <li>• Parody songs</li> </ul>
<p><b>COMBOS: Tragedy &amp; Quest</b></p> 	<p>When there are calls to research, discovery and creation of long term solutions/cure to medical conditions. An example for this would be the fight to find a cure for AIDS/HIV. When campaigns or communities are able to combine these two it makes for a call to connect (Tragedy) and a direct explanation of what is required to change the story (Quest). An example would be the recent teacher strikes across the country.</p>	
<p><b>COMBOS: Rebirth &amp; Journey/Return</b></p> 	<p>Most US Presidential elections will have at least one candidate who uses a combination of these two to inspire supporters to vote for them.</p>	



# STORY ARCHETYPE MAP



## 3 SORT YOUR STORIES

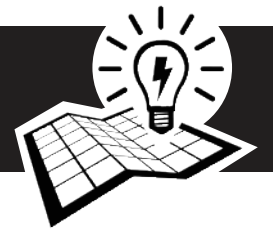
STORY ARCHETYPES

<b>Overcoming the Monster</b> 									
<b>Rebirth</b> 									
<b>Quest</b> 									
<b>Journey &amp; Return</b> 									
<b>Rags to Riches</b> 									
<b>Tragedy</b> 									
<b>Comedy/Satire</b> 									
<b>Story Consumption PLATFORMS</b>	<i>TV/ Commercials</i>	<i>Popular social media #Hashtag</i>	<i>Films</i>	<i>Literature: Non-fiction, Fiction, Children's</i>	<i>Comics</i>	<i>Podcasts</i>	<i>Music/ Concerts/ Music Videos</i>	<i>Toys</i>	<i>Art/ Clothing</i>

## 4 HIGHLIGHT OR CIRCLE WHERE YOUR AUDIENCE IS



# STORY ARCHETYPE MAP



## 1 DEFINE YOUR GOAL

What is your GOAL?

Passage of Rent Control Legislation

What is your ISSUE/TOPIC?

Housing Rights & Gentrification

Who is your AUDIENCE?

Local renters who are 18-30 years old in Reno, NV

What is the desired ACTION you want your audience to take?

Sign petition for local rent control legislation on the ballot & vote to win new law

## 2 LIST YOUR STORIES

- The North Pole
- Black Panther
- Sorry to Bother You
- Vida
- The Mayor
- Shameless
- #Columbussing
- We The People

## PERFORM STEPS 3 & 4 ON THE FOURTH PAGE OF THIS WORKSHEET

## 5 ANALYZE YOUR

- What kinds of stories can you create or share with your Audience to move them in to the desired action that you would like them to take instead?
- What kinds of patterns are emerging?
- Where are there clusters or gaps on the sheet?
- What opportunities and challenges do these patterns present?

- Many of the stories are on TV or Cable stations.
- If my audience is struggling to pay rent, then they may not be able to afford or have interest in paying for cable. So many of the stories they have not consumed.
- The stories that they have consumed are science fiction.
- The main characters in these stories do not look like my audience who are mostly white and brown.

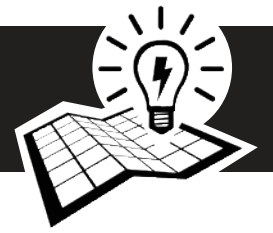
## 6 CHANGE THE STORY

List out the possibilities for how stories in your desired archetype can be integrated into your organizing work. Some ideas:

- Amplify and share existing stories that your audience isn't seeing.
- Create new stories in the archetype+platform appropriate for your audience & action needs.
- Organize fans to advocate to push existing stories to new archetypes, when they are on the right platforms but not encouraging the kind of action you need from your audience.
- Challenge and reframe the stories your audience IS seeing.

- Put up projection banners on new development that center key characters from the film for identification of the fictional world in the real world.
- Make a local sequel to Sorry to Bother You and enter it into the local movie short festival.
- Screen Sorry to Bother You or another TV show about gentrification in the park and get petitions signed after local speakers explain the connection.

# STORY ARCHETYPE MAP



## 3 SORT YOUR STORIES

STORY ARCHETYPES

<b>Overcoming the Monster</b> 		Black Panther Movie							
<b>Rebirth</b> 									
<b>Quest</b> 									
<b>Journey &amp; Return</b> 	Vida		Sorry to Bother You						
<b>Rags to Riches</b> 	The Mayor								
<b>Tragedy</b> 									
<b>Comedy/Satire</b> 	Shameless	#Columbussing					Tribe Called Quest We the People Lyrics		
<b>Story Consumption PLATFORMS</b>	TV/ Commercials	Popular social media #Hashtag	Films	Literature: Non-fiction, Fic- tion, Children's	Comics	Podcasts	Music/ Concerts/ Music Videos	Toys	Art/ Clothing

## 4 HIGHLIGHT OR CIRCLE WHERE YOUR AUDIENCE IS



NEW MEDIA MENTORS